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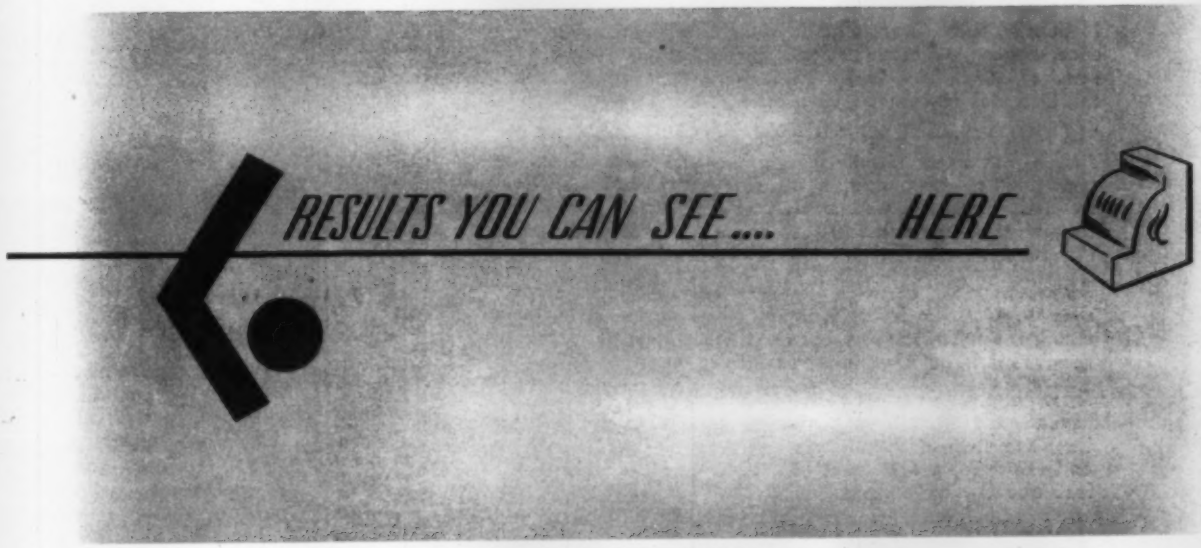
BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING



KLZ Denver

MORE ADVERTISERS—LOCAL AND NATIONAL—BUY MORE TIME ON KLZ THAN ON ANY OTHER DENVER STATION

CBS—560 KC.—AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY

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KRNT

A Cowles Station

WOL *Washington*, WHOM *New York*, WCOP *Boston*, WNAX *Sioux City—Yankton*

5000 WATTS

AMERICAN BASIC NETWORK

DES MOINES

IOWA

•

Affiliated with the Des Moines Register & Tribune

1st Coast to Coast

Nationally, KRNT leads all ABC stations in share of audience, morning, afternoon and night, in 'all network' Hooper-rated cities. Locally, too, the ratings and sales results for this Des Moines Cowles station are truly outstanding.

The reason seems quite obvious to us. We program this station with warm, friendly personalities who are and who understand common, ordinary, every-day people. When we reach this category, we reach about 95% of the people because there are so many of us common, ordinary, every-day people.

Tom Breneman is a national example of this kind of personality. Our own M.J.B. in the morning, our Louie Wertz during the noon-time and our Gene Emerald in the afternoon are three outstanding local examples.

These personalities of ours are understanding people. They have the knowledge of what people want to hear. This gives them knowledge of how to sell. For proof of how they sell and how people listen, ask your Katz man to show you facts about

THAT VERY HIGHLY HOOPER-RATED
SALES-RESULTS PREMEDITATED
ABC AFFILIATED
STATION IN DES MOINES

REPRESENTED BY

THE

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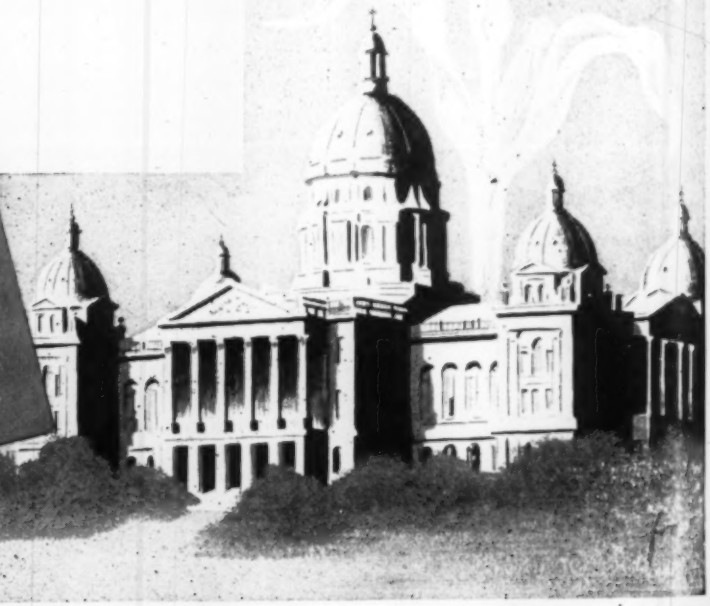
KRNT is available with WNAX and WMT as the Mid-States Group. Ask the Katz Agency for Rates.



WOOD PRODUCTS help build a stable NASHVILLE market

Furniture and other finished wood products form a major industry here—and add over two and a half million dollars yearly to the manufacturing output of the Nashville area . . . Varied industrial activity has built a prospering sales territory . . . One million people have a spendable income of over 800 million dollars each year . . . And favorite network shows of American and Mutual have won a good part of this potential audience—for WSIX.

AMERICAN

5,000 WATTS

WSIX

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

MUTUAL

980 KILOCYCLES

National Representative
THE KATZ AGENCY, INC.

WSIX gives you all three: Market, Coverage, Economy

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
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BROADCASTING... at deadline

Closed Circuit

SOMETHING akin to mild alarm being expressed by Congressmen over FCC's indiscriminate AM licensing policy exemplified by recent grant of three new stations (one is already there) in Pocatello, Idaho, town of 18,000, and three new ones Friday on Tucson, Ariz., making five there. Eyebrows being lifted too on licensing of "outlanders" who may have no intention of residing in markets. FCC shortly may be queried about both procedures.

CONGRESSIONAL blast at FCC over creation of four assistant general counsels and four assistant chief engineers in offing. FCC contends Section 4 of Communications Act which limits assistants to three was not violated inasmuch as extra assistants are classified by Civil Service.

ALTHOUGH STYMIED legally at every attempt to force broadcasters to sell them time, Fundamentalist churches haven't given up fight. Now they're working on individual Congressmen. Approach is toward amendment to Communications Act which would require stations to give or sell 15% of total broadcast time for religious purposes. But guess is such move wouldn't have prayer.

NEW ASPIRANT for station ownership is Arthur Feldman, crack war correspondent who recently resigned as ABC's London manager. He and Mrs. Feldman, former BBC program staffer in New York, have applied for new local station in Fort Wayne, where they would make their home. Application is for 1450 kc with 250 w, present facilities of WGL Fort Wayne which has application pending for regional.

NBC casting around for high international authority to augment present schedule of United Nations talks. No deal signed but network looking over top-level figure on calibre of Edward R. Stettinius to do analytical job.

THAT "inside track" at White House about which broadcasters have discussed for years already earmarked IF Harold Stassen makes it in 1948. Close friend and adviser is CBS' Washington director Earl H. Gammons, who for years headed WCCO Minneapolis before being promoted to Washington assignment five years ago.

EVERETT L. DILLARD, head of Commercial Radio Equipment Co., operator of KOZY Kansas City (FM) and licensee of one of Washington's two high-band FM stations in operation, conducting FM educational campaign employing Fuller brush technique. Station people walk into offices of radio practitioners who plug in new Zenith all-band portable and let them listen to FM high band vs. AM. Results startling in Washington's downtown very high noise level buildings.

FRANK M. RUSSELL, NBC's Washington vice president and dean of Washington's ex-

(*Continued on page 98*)

Upcoming

July 15-16: NAB Music Advisory Committee, Waldorf-Astoria, New York.

July 15-16: Engineering Conference on Broadcast Standards, FCC Hqtrs., Washington, D. C.

July 16: RMA Subcommittee Meeting on tentative plans for National Radio Week for 1946, Hotel Stevens, Chicago.

July 17-18: Freedom of Radio Committee, Waldorf-Astoria, New York.

July 22: NAB Engineering Executive Committee, Washington.

(See page 48 for other upcomings.)

FIVE FOR TUCSON

FCC Friday announced three new AM grants for Tucson, Ariz., bringing total to five for city of only 36,800. Five new other AM CP's granted (details on page 97).

FREQUENCY change from 1490 kc to 1340 kc granted Friday by FCC to KLIX, new station under construction in Twin Falls, Idaho. Original CP issued last Jan. 16 for 250 w operation.

Business Briefly

SCHICK PLANNING ● Eversharp Schick Injector Razor, Chicago, (women's razors) through J. M. Mathes Inc., New York, to start campaign in early 1947. Definite media plans not set.

'GUILD' NET DECISION ● BBDO executives will determine early this week on which network U. S. Steel-sponsored *Theatre Guild of the Air* will be presented this fall. Show formerly on ABC Sunday nights, may move to CBS Tuesdays.

LOMBARDY APPOINTS ● Lombardy Dresses New York, appointed Chernow Co., New York to handle advertising. Radio may be used.

THREE RENEW ON CBS

CBS Friday announced three network renewals, all 52 weeks. Emerson Drug Co., Baltimore (Bromo Seltzer), effective July 29 renews contract and at same time replaces *Forever Ernest* with *Inner Sanctum*, Monday, 8-8:30 p.m. Agency, BBDO. Sterling Drug Inc., New York (Bayer aspirin), July 16 renews *The American Melody Hour*, Tuesday 7:30-8 p.m. through Dancer-Fitzgerald-Sample Inc., New York. Electric companies advertising program renews *Electric Hour*, Sunday, 4:30-5 p.m., effective July 21 through N. W. Ayer & Sons, New York. Company currently sponsoring *Summer Electric Hour* from June 16 through Sept. 8.

FCC Ignores FM Band Expansion Proposal

PROPOSALS for FM band expansion were tendered FCC in Friday hearing on proposed one-year reservation of every fifth FM "B" channel, but were excluded by Commission ruling that such proposals be made only through Docket 6651 (allocations) in which band was set at 88-108 mc.

FCC denied motion of Joseph H. Ream, CBS vice president, for postponement of decision on channel reservation pending opportunity to petition in Docket 6651 for band expansion.

After reading two pages of 10-page statement opposing reservation plan and proposing allocation of Television Channels 5 and 6 for FM (making FM band 76-108 mc), Mr. Ream was stopped by Acting Chairman Denny, but copy of his statement accepted "for the docket."

Statements Accepted

Commission also accepted "for the docket" statements of J. E. Brown, Zenith assistant vice president and chief engineer, who renewed Zenith's plea for FM band expansion by adding frequencies in 50-mc region; and of Don Petty, NAB general counsel, asking FCC to "indicate" portion of spectrum into which expansion would be made (for NAB position, see page 32).

Mr. Denny emphasized that such suggestions "are not now before the Commission" and that no decision will be made as a result of them. He stressed that without such ruling, set manufacturers would "hear talk about changes" and not know where they stand.

He said he thought FCC considers 88-108 mc "final." Commission is not "inviting" petitions for changes but if any are received in Docket 6651 an early hearing should be held so manufacturers "will know exactly where they stand," he asserted.

Sen. Glen H. Taylor (D-Ida.) sent statement in which he complimented FCC on Blue Book and, declaring FM will "progress most speedily if run by new blood," supported reservation plan although "it falls short" of Senate Small Business Committee's desires. He said he was confident FCC would re-examine need for continued reservation before rule expires, but hoped further reservation will not then be necessary.

Reservation plan also endorsed by veterans' groups, farm and labor organizations, several independent applicants and licensees.

As proposed, rule would reserve no channels in areas where no more than four have been allocated. In areas where five to nine channels were allocated, one would be reserved; two where 10-14 were listed; three where 15-19 were listed and four if 20 were listed.

Mr. Ream endorsed plan's purpose but said it would be "most undesirable" in closing door

(*Continued on page 98*)

FARMER BROCK, FARMER GRAY AND THE SPARTAN PECAN TREES

Cliff Gray runs a participating program over WSPA, six mornings a week, from 5:45 to 6:45, which is mighty early in the day, even for the agricultural Piedmont. His program, called "Farmer Gray", is designed primarily in the interest of the large Spartan farm market tapped by WSPA.

Back in October, truck farmer W. H. Brock bought time on Cliff's program to advertise, of all things, pecan trees.

In a very short time, and at a cost of $220, Farmer Brock, through Farmer Gray, sold 2,781 pecan trees for $7,383.

We've got other *selling* Spartans on WSPA, too. And the 151,458 families served by WSPA are the perfect audience for them ...and for you. But then, the WSPA Piedmont is an advertiser's paradise. A paradise that is "one of the *best-balanced* sections in the entire country".

And WSPA swings the *balance* your way.

WSPA SPARTANBURG, SOUTH CAROLINA

Represented by Hollingbery
5000 watts day, 1000 watts night, 950 kilocycles
Walter J. Brown, Vice-Pres. and Gen'l Manager

CBS station for the Spartanburg-Greenville Market

THE PACIFIC NORTHWEST MEANS...

KIRO
SEATTLE • TACOMA

The Sports Playground of America...

Three weeks ago when the University of Washington played host to the top crews of the nation—among them Cornell, Wisconsin and M. I. T., it typified the spirit of the sports-conscious Pacific Northwest.

Crew racing is but one of many spectator sports popular in this Playground of America. And then, year in, year out, year 'round—sailing, fishing, golfing, hunting—all have their thousands of constant participants.

The interest in sports and the time and money spent in participating in sports indicates the prosperity of this rich market, where the average Seattleite has *more than twice* the income of the average American.

KIRO, with 50,000 watts at 710 kc, delivers the finest radio service to this market ... it brings Columbia programs to Seattle, Tacoma and the rich Pacific Northwest.

SEATTLE / TACOMA
KIRO
The Friendly Station
SEATTLE, WASH.

THE PACIFIC NORTHWEST'S MOST POWERFUL STATION

50,000 Watts
710 kc
CBS

Represented by
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BROADCASTING
TELECASTING

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Editor and Publisher

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They Stay Tuned to WTAG

Worcester is a prosperous mass market, with a thriving population of 200,000, plus 300,000 more in the immediate trading area. Worcester's per capita retail sales of $777 in 1945, 24% higher than the national average, showed an increase of 11% over the previous year. Food purchases were 45% above the U. S. average.

The big Worcester market is a high spot of sales in industrial New England. The greatest selling voice in this fertile market is WTAG. Hooper ratings show this station has an all day and night audience greater than that of all the other stations heard in the area combined.

TO COVER WORCESTER YOU NEED.... WTAG

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM **WORCESTER**

AFFILIATED WITH THE WORCESTER TELEGRAM-GAZETTE

BASIC CBS

580 KC
5000 Watts

TO RAISE YOUR LISTENER LEVEL

Big-name talent . . . hit tunes . . . top-flight programming aids. Just what you need to attract new listeners and sponsors. *And just what you get in Capitol's new Transcription Service.* All the elements of big-time network shows . . . skillfully combined by the artists and technicians who made Hollywood *America's entertainment Capitol.*

Capitol Transcriptions give you a new sales approach to the local sponsor—the man with a relatively limited budget. You now can give him just what he wants: network-type programs at "local" rates—more for his money.

E TRANSCRIPTIONS

More Than 2000 Selections

You'll build your shows from Capitol's basic library of 2,000 transcriptions. Besides, Capitol guarantees you a minimum of 50 brand new numbers each month. As an extra bonus, production schedules indicate not 50 but 70 new monthly releases . . . and at no cost increase.

Names Everyone Knows

Every Capitol name is an audience-builder. Dozens of Hollywood's finest artists now record exclusively for Capitol Transcriptions. Big-name singers, top bands, western stars, and variety groups will lure more listeners, sell more sponsors.

Sparkling Programming Aids

Capitol gives you all the tools to build complete shows: Brilliantly arranged opening and closing themes for 22 programs. Voice and chatter tracks by featured artists. Musical interludes to background commercials.

A Complete Format Service

As an extra help for your own station experts, Capitol suggests programming for 30 hours of entertainment each week. Dated program formats for 22 complete shows come to you every month. It's just like adding Hollywood's foremost program specialists to your own station staff.

BIG NAME BANDS
DUKE ELLINGTON • JAN GARBER • SKITCH HENDERSON • STAN KENTON • GENE KRUPA • EDDIE LeMAR ENRIC MADRIGUERA • ALVINO REY

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Hear *all the features that make Capitol Service* different. *Capitol will be glad to send you a recorded demonstration transcription.*

Capitol TRANSCRIPTIONS
A DIVISION OF CAPITOL RECORDS INC

PROGRAM SERVICE FROM HOLLYWOOD
SUNSET AND VINE

PUBLIC INTEREST means STEADY LISTENING in NEBRASKA'S 2nd market

SPEAKING OF INTEREST . . .

Week after week, the year 'round, KFOR does an outstanding job in the public interest. Literally scores of people in the Lincoln area are heard in person over KFOR in interviews and discussions that are of direct interest to the people of Lincoln. Interest in these special features is even greater because, in many cases, listeners know the people they hear on KFOR. That's one way KFOR assures a large, loyal audience in Nebraska's second market. The listeners are there. KFOR can sell them your sales story at surprisingly low cost per listener. Write or wire for availabilities in programs or spots.

Represented by
EDWARD PETRY CO., INC.

KFOR
GORDON GRAY, Vice Pres. and General Manager
HARRY PECK, Station Manager
BASIC ABC-1240 KC
LOCAL CHANNEL
LINCOLN, NEBRASKA

Feature of Week

"DEATH" was pressed into service by WHBC Canton, Ohio, in a *Green Cross* safety program to each safety to the station's listeners.

Co-writer-producer Bill Babcock and Police Sergeant Sam Marconi were interviewing motorists in downtown Canton when a police ambulance sped up with siren screaming to the base of the 38-foot Green Cross Tower, which had been erected through WHBC's efforts.

The ambulance door opened and six members of Canton's traffic squad lifted out a gray coffin. Up rose a figure dressed in a long black robe—the "Voice of Death," who scoffed at traffic regulations and pleaded for more carelessness among motorists.

The "Voice" was Jim Dooley, WHBC news editor, who conceived the idea for the program. When the broadcast was over, he returned to his coffin, the box was slid back into the ambulance, and the siren again cleared the way for his return to the station.

"DEATH," alias Jim Dooley, WHBC Canton news editor (second from right), is seen with (l to r): W. N. Frederick and Harold Wallace of Canton; Bill Babcock of WHBC, and Sergeant Marconi, who participated in the broadcast.

Sellers of Sales

UNLESS you're interested in buying time on WIND Chicago, about the easiest way to get an appointment with John Thomas Carey is to challenge him at gin-rummy.

Besides being commercial manager of WIND, a job he has held since 1938, Mr. Carey is just about the roughest knock-on-ten player in Chicago.

John went with WIND as salesman when the station was in Gary, Indiana, with 1 kw power and has been, along with Ralph Atlass, former owner before selling out to John S. Knight, largely responsible for its becoming one of the top independent stations in the country.

JOHN

He was born in Madison, S. D., June 7, 1905. Three years later the Carey's headed for Chicago. This has been a good thing, not only for radio, but for the athletic department of Loyola U., where John was a fair student (with a C average) but one of the school's most enthusiastic athletes.

In his sophomore year he left Loyola on a transfer to Northwestern but he never formally attended because that summer (1926) he got his first of the three jobs he has held in his life. An uncle was a partner in the shoe firm of O'Connor & Goldberg and John thinks he was hired to offset the number of shoe salesmen yclept Goldberg. He would probably be there yet except for an argument with Uncle O'Connor who had a poor opinion of people who made a living in advertising.

John stoutly defended advertising as a career and to prove his point applied for and obtained a job with Dade B. Epstein Advertising Agency, one of Chicago's oldest media firms. John liked agency work so well he stayed until 1935 when he resigned as account executive and junior partner to join WIND as salesman.

While with Epstein he had signed several State Street merchants to their first radio accounts, sold an hour of opera on KYW and sold the Elgin Watch Co. on sponsoring the home games of the Cubs and White Sox on WMAQ and WBBM.

In 1938 he was appointed sales manager of WIND. Now in his 11th year at the Atlass station John is one of the oldest members in point of service, of the station staff. One of the prerequisites of working for him as a salesman is that you must be sold on the product you are trying to sell.

Working hours permitting, he can be found each afternoon on the Edgewater golf course. Although he won't admit it, his toughest competitor is his wife, the former Charlotte Koropp, whom he met at Loyola.

The Careys live in Rogers Park district of Chicago's North Side.

4 markets it pays to consider

WRAW READING, PA.

WGAL LANCASTER, PA.

WKBO HARRISBURG, PA.

WORK YORK, PA.

Market-wise time buyers looking for profitable sales have found these four growing markets outstanding buys. Write for information.

NBC MUTUAL

Represented by
RADIO ADVERTISING COMPANY

19 TIMES A DAY. . .

NORTHERN CALIFORNIA TUNES TO **KYA** FOR TIME-CLOCKED NEWS*

. . . . . ON THE HOUR, EVERY HOUR

*CONSISTENTLY RISING IN HOOPER RATINGS

●

Represented by

ADAM J. YOUNG JR., INC.
NEW YORK, CHICAGO
LOS ANGELES, SAN FRANCISCO

● ● ● ●

KYA

SAN FRANCISCO

A LITTLE EXTRA EFFORT

OFTEN GETS A BIG RESULT!

● Far be it from us to set up *impossible* aims for ourselves or anybody else—but here are the goals we set for being of *top* service to you:

First, to keep you fully apprised of the competitive advantages, growth and effectiveness of *spot* broadcasting. Second, to furnish you with complete and accurate data on markets, stations and programs. Third, to find and keep you informed on unusual spot-radio opportunities of every sort. Fourth, to render every possible aid in making spot broadcasting your *favorite* medium.

We keep our eyes constantly on those aims—*and do our best!*

EXCLUSIVE REPRESENTATIVES:

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ST. LOUIS	KSD
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BROADCASTING
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VOL. 31, NO. 2 WASHINGTON, D. C., JULY 15, 1946 $5.00 A YEAR—15c A COPY

ABC Transaction Readjustment Is Seen

Plan to Sell WOOD Complicates Proposal

By RUFUS CRATER

READJUSTMENT of the $3,650,000 ABC-King Trendle transaction in view of the parlayed proposal to re-sell WOOD Grand Rapids to the newly-formed Liberty Broadcasting Co. was seen last week as the Commission held a one-day hearing on the plan and ABC's projected $13,200,000 net stock issue.

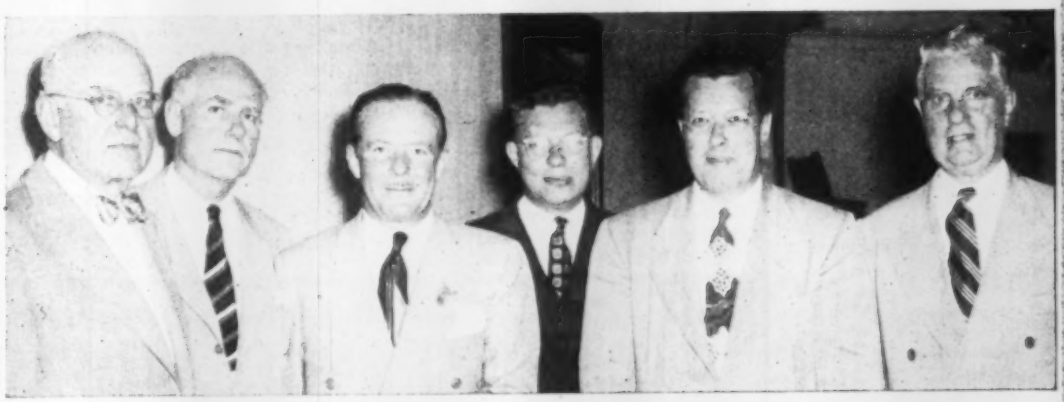
Chief apparent complication developed from Liberty's late entry into the overall King-Trendle transaction, which deprived ABC of a co-purchaser whose qualifications could be examined simultaneously with the hearing on ABC's plans to purchase and retain WXYZ Detroit, the other King-Trendle station. Since ABC could not with propriety own WOOD, an NBC outlet, it announced originally it would dispose of the station.

Corporation Proposed

To solve the problem, Philip J. Hennessey, counsel for King-Trendle, proposed with the approval of ABC that George W. Trendle and H. Allen Campbell, the active stockholders, form a corporation to serve as escrow agent holding title and license of WOOD until its resale has been approved by the Commission. No application for the sale of WOOD has yet been filed, and its filing must be followed by 60-day advertisement under the Avco plan. The Avco provisions already have been met concerning ABC's purchase of King-Trendle.

Procedure which FCC will follow in acting upon the ABC applications probably will be determined within a few days. It was pointed out that it could act on them either separately or jointly, but the fact that Securities and Exchange Commission must also act on the stock plan made it seem likely that at least that phase would be given an early decision by FCC.

In the King-Trendle purchase, if the Commission decides to approve, it might then announce the decision immediately but stipulate that the transfer not become effective until WOOD is transferred. Or it might follow the escrow plan suggested by Mr. Hennessey, or, as another alternative, it might reserve decision until the WOOD transfer has been advertised, studied, and decided, which would involve more than 60 days' delay.



ON HAND for FCC's hearing last Tuesday on proposed transfer of King-Trendle to ABC for record figure of $3,650,000, were these principals: George W. Trendle, president, King-Trendle; Robert Hinckley, ABC vice president in charge of Washington operations; Mark Woods, ABC president; Robert Kintner, ABC senior vice president; H. Allen Campbell, King-Trendle secretary and general manager, and Edward J. Noble, ABC board chairman and controlling stockholder.

Highlights of testimony, heard Tuesday by FCC en banc:

1. C. Nicholas Priaulx, ABC vice president in charge of finance, said King-Trendle goodwill was valued at $2,953,423 (six times earning power) and net tangible worth at $696,576.
2. He said stock plans were to sell 950,000 shares of common for $13,200,000 net, using proceeds to retire $4,000,000 in bank loans; purchase King-Trendle for $2,800,000 net; use $3,200,000 for FM and television and the rest for standard equipment and such buildings as may be needed when ABC's leases with NBC expire.
3. He submitted lists showing

(*Continued on page 86*)

British Debate Radio Jamming Threat

Churchill For Freedom Of Air; Morrison Is Opposed

RENEWAL of the British Broadcasting Corp. charter for five years, beginning Jan. 1, 1947, and implied threats that the Labor Government might consider jamming foreign commercial broadcasts to keep them from the ears of Britons led to heated debate in the House of Commons last week.

Winston Churchill, former Prime Minister, opposed any efforts on the part of the Government to control what British listeners should hear. Herbert Morrison, Majority Leader, told Commons that the Labor Government considers it undesirable for radio advertising to reach the ears of the British Public. He referred to jamming during the war to keep certain enemy broadcasts out, was challenged by Mr. Churchill who declared that it appeared the Labor Government intended to control the wavelengths over which British subjects would be allowed to hear foreign nations.

Renewal of the BBC charter for a five-year rather than ten-year period was interpreted by observers as half a victory for the Government-controlled BBC. The United Kingdom Information Service in Ottawa, quoting a London cable last week, said "expectations of a full debate before the summer recess have brought the Government and opposition alike to an immediate study" of a British White Paper released July 2 and announcing renewal of the BBC charter.

London Reports

There were reports in London that Radio Luxembourg, Radio Normandy, Radio Eire and other Continental commercial stations which were popular before the war, would emerge even more popular with British subjects in the future.

Meanwhile, published reports in London that the Government would take steps to prevent outside commercial programs from being heard in the British Isles, have brought a wave of protest.

"Under what guise of freedom and democracy does the Labor Government base its decision to intimidate foreign broadcasting audible in the United Kingdom?" asked the letter. "Press reports speak of financial control and industrial restrictions on British advertisers who attempt to use sponsored radio originating abroad. Other press reports speak of 'diplomatic action' or 'jamming, as a last resort,' which would put the Government in the untenable position of forcing a domestic issue into international affairs.

"If such contemplated coercive action is taken, will the Labor Government pursue the policy to its

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2½ MILLION IN TIME GIVEN BOND DRIVE

NEARLY 2½ million dollars of radio time was contributed between June 6 and July 4 to the promotion of U. S. savings bonds by radio stations, networks and commercial program sponsors in the Treasury's first peacetime bond campaign, Brent O. Gunts, chief of the Treasury's savings bond radio section, announced last week.

With radio continuing the bond promotion throughout the summer, the next savings bonds peak promotion is scheduled for November. During the warm months the Treasury's radio activity includes three weekly network "Bandstands," Elliot Lawrence on CBS, Saturdays, 2:30-3 p. m.; Frankie Carle on ABC, Wednesdays, 9:30-9:55 p. m., and Duke Ellington on ABC, Saturdays, 4-5 p. m.

Mr. Gunts said that 870 stations throughout the country are now carrying the new *Treasury Salute* quarter-hour, twice-weekly transcribed programs featuring Robert Waldrop in stories from "The American Notebook," a new transcribed bond song, "What's Your Favorite Dream?" and a series of 14 30-second and eight one-minute transcribed spots are now in transit to all radio stations throughout the country.

B & W Test

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Raleigh Cigarettes), has started a 26 week test campaign on the following stations: WINN WGRC WAVE KSO KRNT WJEF WLAV WOOD. One minute transcriptions were placed through Ted Bates Inc., New York.

Film Transcription

PARAMOUNT PICTURES Inc., Hollywood, has cut a series of transcribed one minute, half minute and 15-second announcements for distribution to 350 first run exhibitors in exploiting film, "The Searching Wind." Spots feature chorus of eight men's and women's voices with a 21-piece orchestra. Art Gilmore, Dave Vaile and Annie Stone are announcers.

Seay Leaves WOL

RESIGNATION of Henry V. Seay, commercial manager of WOL Washington for more than 13 years, in order to devote full-time to his real estate interests, and the appointment of Bill Murdock as WOL general sales manager, effective July 1, were announced last week. Mr. Murdock was formerly with WTOP-CBS Washington. Mr. Seay, who came to WOL after being with WWJ Detroit in 1930-31 and the *Detroit Free Press* from 1926 to 1930, has opened temporary offices at 1745 K St., N. W., Washington.

Commercial Program Delivery By Shortwave Sought by PW

APPLICATION for temporary commercial license to operate a shortwave program delivery service was filed last week with the FCC by Press Wireless.

With the application, Press Wireless filed a report on a series of program tests made in May at the request of the Commission, which indicates that 88% of the stations to which A3 direct transmissions were beamed received programs of quality for rebroadcast [BROADCASTING, July 1].

As a result of the tests, conducted in conjunction with 59 commercial stations and FCC engineers, Press Wireless announced that it is ready—with Commission approval— to offer broadcasters a low-cost nationwide shortwave service. PW officials said cost of transmitting a quarter-hour to 120 stations in a given area would be about $60, or 50 cents per station, exclusive of talent costs.

In its proposed service PW visions the nucleus of a low-cost network to feed new FM stations, thereby helping to develop the new service. From Washington a commentator could broadcast on a regional network in the West, for instance, at a cost far less than that for lines, PW said.

Letters in Evidence

In its petition PW contended that the proposed program delivery service, by means of which stations in every section of the country can obtain locally-slanted public service features, at low cost and high quality, is in direct accord with the Communications Act which charges that the Commission "shall generally encourage the larger and more effective use of radio in the public interest, convenience and necessity."

Copies of letters from the 59 broadcasters who participated in the tests, as well as other documentary evidence, was included in the material filed with the Commission.

A total of 58 quarter-hour programs was broadcast to 20 areas from May 19-29 [BROADCASTING, May 27, June 5]. Although the cooperating stations were asked to monitor only those broadcasts beamed at their respective areas, many of the stations monitored several programs.

Of particular value will be PW's proposal to feed public affairs broadcasts to stations in remote areas, especially from United Nations headquarters in New York, and from Washington, seat of world news activity. In its letter of transmittal to the FCC Press Wireless said:

"The results of the tests demontrate forcibly that shortwaves can be used by us to serve the needs of the broadcasting industry within the United States."

Improvement Possible

Tests were carried on under extreme adverse weather conditions, according to the PW report. In many sections of the country local thunderstorms created considerable static and in one instance, an antenna was struck by lightning during the test transmission. Because of the adverse conditions PW officials said the tests were more conclusive, inasmuch as 88% of the programs transmitted were reported of broadcast quality.

In many of the cases where poor reception was reported, the monitoring stations advised Press Wireless that with adjusted equipment the quality would be improved. Observations of monitoring stations "show that while the tests were highly satisfactory, even better results can be expected with a few simple adjustments at both the

(*Continued on page 89*)

Drawn for BROADCASTING by Sid Hix

"A crisis, sir . . . National Biscuit Co., is buying CBS station breaks!"

Court Broadcasts Opposed by Judge

Chicago Juror Protests Wire Recording at Session

RADIO'S right to report actual courtroom testimony was questioned last week in Chicago as a result of a series of such broadcasts over WMAQ by the NBC Central Division news and special events department.

The NBC news department there, headed by William Ray, had received permission to broadcast the Cook County Felony Court arraignment of William Heirens, 17-year old suspect in the Suzanne Degnan kidnap-murder case, as well as other sessions in the city racket and rental courts, both divisions of the Chicago Municipal Court.

No objection was raised, either by the presiding judges or counsel for parties concerned, until the NBC wire recording crew appeared in the rental court presided over by Judge Justin F. McCarthy. While Judge McCarthy consented to the broadcast, Acting Chief Judge Eugene McGary notified the crew that such broadcasts were in violation of municipal court regulations.

Judge McGary conceded that Judge McCarthy had complete authority in his own court, but said he wished to go on record in objecting to the broadcasts.

Answers McGary

Mr. Ray pointed out to Judge McGary that NBC had conducted wire recordings of other court proceedings, including five hours of testimony on the LaSalle Hotel fire before a coroner's inquest and that in all instances the broadcasts had served to reflect the integrity of the courts. He said in his opinion, radio was as definitely a means of communication as the press which enjoyed complete freedom of the courts by constitutional authority. Mr. Ray further stated that wire recordings or direct broadcasts merely served to enlarge the audience of the court and to give an impartial account of the court proceedings.

Similar objections have plagued other special events departments of Chicago radio stations and networks, all of whom have had to resort to reporting courtroom proceedings second-hand from the corridors.

Recently the Chicago Radio Correspondents Assn., of which Mr. Ray is president, obtained permission from Commissioner John C. Prendergast to bring wire recording equipment into police and detective departments, but many members maintain radio is still far behind the press in obtaining equal privileges.

Mr. Ray said that he would continue to seek permission from court judges to broadcast proceedings, but that the judges' decisions would be final.

CAB Fights Government Encroachment

Canadian Stations Would Establish Appeal Board

By JAMES MONTAGNES

AMERICAN BROADCASTERS watching Canada can see in the fight of Canadian broadcasting stations against more and more government regulation, a preview of what can happen in the United States should the FCC Blue Book and Charles A. Siepmann's *Radio's Second Chance* become more than just reports.

Canadian independently-owned stations last week, through the Canadian Assn. of Broadcasters, officially opened their fight against greater inroads by the Government-owned Canadian Broadcasting Corp. in two forceful briefs before the Parliamentary Committee on Radio Broadcasting, sitting in Ottawa.

Establishment of some existing Government commission as a Radio Appeal Board before which both independent and CBC stations could go in the customary judicial manner was recommended in one brief. Such a commission would, under the CAB recommendation, have jurisdiction to hear matters involving power increases, frequency allocations or changes, applications for new licenses for AM, FM, facsimile or television.

No Large Profits

The CAB presented statistics to show there have been no excessive profits in private operations; that large amounts of time are devoted by most stations for local public service and sustaining programs; that Canadian private stations have trained most of the top men in the CBC; that the stations have developed local talent and have seen it leave for more money with the CBC and United States stations and that listeners control program content, and not advertisers.

The CAB pointed out that the 81 CAB member stations banded together as a voluntary trade association to improve "the standard of their service" in the belief that "(1) there should be a nationally-owned radio system controlling its own radio stations throughout the country and whatever networks it may deem desirable to fulfill its expressed obligations, and (2) a system of independently-owned community stations throughout the country.

"These community stations," the brief continued, "should exist as a competitive and protective force, to provide stimulation to the national system and to protect the democratic elements of freedom of speech and individuality of programming—and to serve those purely local needs which the national system obviously cannot undertake in the complete fulfilment of its national purpose."

On the subject of profits and commercialism, the brief pointed out that probably more attention is paid by many people to the question of radio profits than to that of any other business. Broadcasting in Canada is no gold mine, and Committee members were shown by examples that station operators were not rolling in wealth from broadcasting operations.

Not Too Profitable

"Radio is distinctly a risk business," the brief pointed out. "The station operator is licensed for a period of one year. He has no guarantee that his existence will be continued beyond that 12-month period, but to operate during it he must make a heavy capital outlay for equipment and heavy outlays for staff and talent. The costs of both are rising, and at a faster rate than either revenue or revenue potential.

"The statement that the American percentage of profits is applicable to the Canadian field cannot, we believe, be supported (profits as shown in FCC Blue Book). A comparison of rate cards between any Canadian station and an American counterpart of similar power (would) show the vast difference caused by the greater population and heavier concentration of it in the United States and the consequently greater buying power that exists there. A fair analysis shows that Canadian stations devote a reasonable percentage of their income to the development of talent, to the training of personnel, and to public service work generally."

It was pointed out that until 1940 few stations had made any profits, that most had operated at a loss, that most profits made since then due to the general upsurge in business went in excess profit taxes, that even today stations operate at a loss, that stations are competing with other advertising media, that operation of the privately-owned stations costs the Canadian people nothing whereas operation of the CBC costs the public in license fees some $3,500,000 annually and the CBC contributes nothing by way of taxes; that profits are on so small a basis that if one or two larger users of radio advertising were to discontinue the use of radio advertising, it would probably mean the difference between profit and loss for most stations.

INDEPENDENT broadcasters of Canada, fearful of Government encroachment on private broadcasting, last week appeared before Parliamentary Committee on Radio Broadcasting, sitting in Ottawa. Canadian Assn. of Broadcasters recommended appointment of Appeal Board to which private broadcasters might appeal Dept. of Transport decisions. CAB opposed losing potential 50 kw outlets to CBC.

Spot Announcements

Pointing out that criticism had been leveled at "spot announcements," the brief stated that the community station must make available its facilities for the local merchant, the local advertisers, the people of its own community. Most of these can only afford local programs or spot announcements.

A recent survey made independently for the CAB showed that most Canadians preferred commercial broadcasting and sponsored programs. The brief cited the fact that few stations receive complaints relating to advertising content or commercial broadcasting, that one station in western Canada which has received over 100,000 letters from listeners a year, has not received one complaint about adver-

(*Continued on page 34*)

FCC Law Department Colleagues Join To Form New Washington Legal Firm

RESIGNATIONS of three top-ranking members of the FCC law department to join a former Commission colleague in opening a Washington law firm were announced last week.

Mr. Krieger

Resigning are Jeremiah Courtney, assistant general counsel in charge of the Safety and Special Services Division; Seymour Krieger, chief of the law department's Field Section, and Norman E. Jorgensen, assistant to the general counsel. They will be associated with Nathan H. David, former senior assistant general counsel whose resignation was announced last month [BROADCASTING, June 3], in the firm of David, Courtney, Krieger & Jorgensen.

The new firm will open offices this week at 1707 H street, N. W., Washington.

Mr. Courtney, a graduate of Columbia Law School in 1935, practiced law in New York for seven years and went to Washington in April 1942 as senior price attorney with OPA. He joined the FCC legal staff in November 1942 as chief of its administration section, handling common carrier legal problems. Two years later he was appointed head of the new Safety and Special Services Division of the law department handling radio applications not involving broadcast or common carrier activities. He was made assistant general counsel in charge of the division in June this year.

(l to r) Messrs. David, Jorgensen, Courtney.

While with FCC, Mr. Courtney was in charge of several investigations including those into the speed and quality of telegraph service, for the Board of War Communications; use of telephone and telegraph in disseminating racing information; and establishment and use of radio by railroads. He served as Commission counsel at several hearings in the safety services, and has written articles on railroad radio and on mortgage and real estate law. He was a member, alternate or technical adviser on several Board of War Communications committees.

Captain Krieger, now on terminal leave after three and a half years in the Army, recently returned from 10 months at Nuremberg as a member of Supreme Court Justice Robert H. Jackson's legal staff in prosecution of Nazi war criminals. He graduated from Yale Law School in 1937 and was special counsel in the Antitrust Division of the Justice Dept. before he joined FCC.

He prepared much of the Commission's Report on Chain Broadcasting, which was promulgated in May 1941, and participated actively in litigation arising from the Chain Broadcasting Regulations. He joined the Army as a private on Dec. 7, 1942.

Mr. Jorgensen, who became assistant to the general counsel last March upon his return after two years in the Navy, first went with FCC as assistant to James Lawrence Fly, then chairman. He was with the Commission one year before he joined the Navy. As a lieutenant with Military Government he served in the Pacific, stationed in Korea for several months before he was discharged.

Since his return to FCC, he has spent much of his time at broadcast hearings. A graduate of U. of

(*Continued on page 84*)

Breakdown of Clear Channels Urged

Governor, Senator Seek 50-kw Assignment For Wyoming

PLEAS for clear channel duplications to provide greater service to more listeners were presented to FCC last week as the clear channel hearings were resumed for one day and then recessed until this morning (July 15).

Gov. Lester C. Hunt of Wyoming, describing radio service in his state as "totally inadequate," asked for at least one high-powered station in Wyoming. KFBC Cheyenne, now a 250-watter on 1240 kc, volunteered for that role and said it would apply for 50-kw clear channel operation "as soon as the granting of such an application will not be contrary to the Commission's rules."

Sen. Joseph C. O'Mahoney (D-Wyo.) took the stand briefly to support Governor Hunt's plea for greater radio coverage in Wyoming and asked for "reallocation of some of these so-called free channels" as the solution to the problem.

Need for 'Readjustment'

Royal V. Howard, director of engineering of KXLA Pasadena, introduced exhibits intended to show the need for improved coverage in the Los Angeles metropolitan district, which he said might be accomplished by "readjustments" in other parts of the U. S. to provide more 50-kw outlets in the Los Angeles area.

August G. Heibert, chief engineer of KFAR Fairbanks, Alaska, said the station plans to apply for a "permanent clear channel" and indicated it would ask for a regular assignment of the facilities it has used for two-and-a-half years under Special Service Authorization—the 660 kc clear channel with 10 kw.

Senator O'Mahoney, asked by counsel for Clear Channel Broadcasting Service whether he thought the high-power station requested for Wyoming should be allowed to use 500 kw if needed to cover the state, replied: "The bigger, the better—if necessary."

The week's sessions, cut short partially by a need for time to prepare additional exhibits and partially by the prospect of lengthy hearings starting Tuesday on the ABC stock issue and purchase of King-Trendle Broadcasting Corp. (see story on page 13), were adjourned in mid-afternoon Monday to 10 a.m. today.

Engineering Conference

A two-day informal engineering conference on the proposed revision of engineering standards for AM stations also opens today, to be held in the Departmental Auditorium in Washington [BROADCASTING, July 8].

Although participants in the engineering conference were not required to file notices of appearance, it was expected that the networks, several new stations, and various consulting engineers in addition to the Clear Channel Broadcasting Service and the Regional Broadcasters Committee would be represented. NAB will have an observer present. The informal conference is a preliminary to the full-dress hearing scheduled Aug. 5.

James D. Shouse, vice president of Crosley Corp. in charge of radio operations, originally was slated to testify at last week's clear channel session on behalf of WLW Cincinnati but was unable to appear. He is expected to take the stand this week and ask for use of 500 kw by WLW, which formerly operated developmentally with that power.

For the regional group, M. K. Toeppen, engineer and statistician, who was scheduled to appear last Wednesday, also may testify this week. He will present exhibits correlating data gathered by the Census Bureau and coverage data worked out by engineers in cooperation with the FCC.

Last Monday's hearing, before the Commission en banc, opened with testimony of Governor Hunt, who said Wyoming's communication and transportation services are extremely limited and that a radio station serving all or nearly all of the state would perform a "priceless service."

There are now six stations operating in Wyoming—KDFN Casper and KPOW Powell with 1 kw fulltime; KWYO Sheridan with 1 kw day and 500 w night; KFBC Cheyenne, KVRS Rock Springs, and KWOR Worland with 250 w fulltime. Two CP's are outstanding: KVOC Casper and KODI Cody, both for 250-w operations.

Need Benefits

In addition to needing radio coverage to carry emergency messages, weather forecasts and market reports and similar service broadcasts, Governor Hunt said, the 275,000 people of the state need the cultural and entertainment benefits of radio. He said many residents of sections receiving little or no service often drive many miles to Cheyenne to pick up broadcasts.

He said KSL Salt Lake City, a clear channel station, is heard at night as far east as central Wyoming and that KOA Denver "fairly well blankets the state" after 10 p. m. KFI Los Angeles can be heard late at night, he reported, but California stations "are not used to any extent in Wyoming."

Asked by Louis G. Caldwell, counsel for Clear Channel Broadcasting Service, whether he would still want a high-powered station in Wyoming if it meant that KOA or KSL would have to go out of business, Governor Hunt replied that in his opinion "no such thing would happen" to those stations.

Clear Not Sought

William C. Grove, general manager of KFBC, declared the station's intentions of applying for clear channel operation with 50 kw as soon as the Commission's rules will permit a grant, but disclaimed partisanship "in any industry-wide controversy on broad general principles of allocation."

Asserting that KFBC was appearing solely to show Wyoming's need for better service and KFBC's ability to meet that need, Mr. Grove said "we are sorry" if any substantial limitation upon the coverage of any existing station would result "but wish to submit that such conflicting interests should be resolved in the light of the comparative need for the service each conflicting interest proposes to render, and not on the basis of present or past status of the parties involved."

He undertook to show that the "general belief" in the economic impracticality of operating a 50 kw station in a city the size of Cheyenne (33,000 population) is "a misapprehension."

Mr. Grove reported KFBC's operating expense using 250 w power was $55,771 in 1944 and $83,671 in 1945 and estimated the increase

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Daily News Challenged in FM Hearing

New York Proceedings Likely to Last Three Weeks

AS FCC hearings of 19 applicants for FM channels in Metropolitan New York got under way last week, the New York *Daily News* was the focal point of battle as it presented its case. Its right to broadcast was challenged by the American Jewish Congress, whose counsel implied the Daily News was anti-Semetic.

Nine channels are available but four may be withheld for future assignment as a result of the FCC's reservation proceedings (see story this issue).

'News' Policies Discussed

The AJC had filed a petition with the FCC several months ago to be heard at the FM hearings to attempt to prove its charges against the New York daily. Tuesday the *News* sought to have consideration of its editorial policies kept out of the hearing insofar as they affected its application for FM. FCC Examiner J. Alfred Guest held that information about *News* policies was relevant; overruling objections from *News* attorney, Percy Russell Jr.

Examiner Guest referred to the commission in Washington the request of Will Maslow, AJC counsel, to cross-examine *News* witnesses, and the right of other FM applicants to retain Mr. Maslow as counsel for their cross-examination of the *News*.

Early in the week, part of the New York press thought they saw a "deal" between New York's Mayor William O'Dwyer and the *News*, when a memo originating from the City Hall directed all city departments and agencies to cooperate with the *News* "to buttress its application with tangible evidence of its willingness to contribute its time and effort to the public welfare."

Mayor O'Dwyer pooh-poohed the implication, said he issued the memo only because the *News* had made its application first. The same civic support was available to any of the 19 applicants, he added.

The first applicant to be heard last week was WBNX New York. A. L. Haskell, WBNX's president, admitted, under examination by Marcus Cohn, counsel for the International Ladies Garment Workers Union (also an applicant), that WBNX had sold time in blocks, a policy frowned on by FCC. Earlier Mr. Haskell said he thought that horseracing results, broadcast every half hour, constituted a form of public service.

Mayor O'Dwyer was named as a stockholder of the Metropolitan Broadcasting Service, second applicant to be heard. His interest in Metropolitan came to light during the testimony of Jerome Ohrbach, department store executive and one of Metropolitan's owners. He revealed that the Mayor is a stockholder and member of the board of Metropolitan and owns 80 shares of common stock at $1 a share and 200 shares of preferred at $100 a share.

Staff of 'Experts'

By midweek the *Daily News* again had the limelight. Ben Gross, radio editor of the *News* and final witness for the paper, testified that the *News* fully intended to call on its staff of "experts" both in New York and Washington to aid in programming should it get an FM band. When asked if the experts would include John O'Donnell, he pointed out that Mr. O'Donnel's name was not in the exhibit, but that fact "was no oversight." He said that tentative plans called for no use of political commentators, but present programming ideas might be changed later.

Charles Hubert, FCC counsel, then asked that the *News* submit certain scripts relating to Mr. O'Donnell at next week's hearing. Stories written by Mr. O'Donnell were used in the newscasts of the *News* over WNEW. The stories

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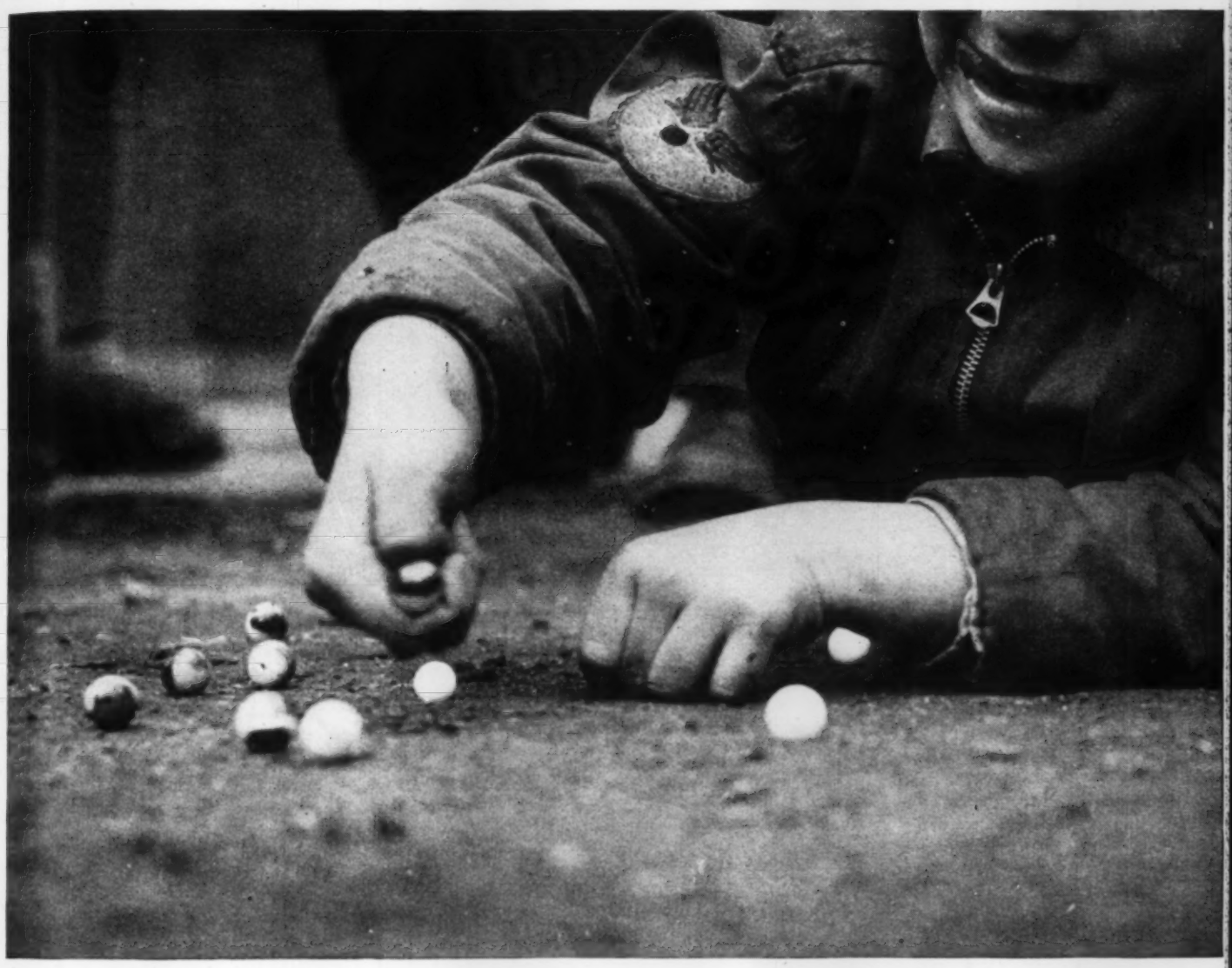


Playing for keeps

The time's coming. The big time . . . when you'll have to get out there and fight for your share of business.

Most of the talk is about a seller's market. But there are those who say, "Don't you believe it."

One way or another you'll be playing for keeps.

If you plan a selling campaign in Baltimore . . . and radio is part of the scheme . . . we suggest you put W-I-T-H at the top of the list.

This is the successful independent that delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

Yes . . . pretty soon the marbles will be down . . . and you'll get the W-I-T-H listeners in Baltimore.

W·I·T·H

and the FM Station W3XMB

BALTIMORE 3, MD.

Tom Tinsley, *President* • Headley-Reed, *National Representatives*

Second Bikini Test Coverage Planned

New Precautions Against Flaws in Pickup Discussed

EVERY POSSIBLE effort is being made to remedy the mistakes—human and mechanical—of the first Bikini broadcast so that the second burst (underwater) will be heard with clarity in the U. S., Capt. Charles F. Horne, Deputy Chief of Naval Communications, told BROADCASTING last week.

On Thursday afternoon, Wells Church, CBS acting director of news broadcasts, and Frank McCall, NBC's manager of news operations, met with Navy communications officers at the Navy Dept. in Washington to discuss measures for improving the quality of the broadcast for the July atomic test. The two were representing all nets, following a New York network conference.

15-Minute Show

Net executives and the Navy tentatively agreed to make the second atom broadcast a 15-minute show, with pooled reports from correspondents. Explosion is scheduled for 5:30 p.m. (EDT), July 24 (July 25 at Bikini), pending atmospheric conditions. Following the pooled broadcast, networks will take individual reports from their own correspondents.

Although it was impossible to make specific recommendations for changes in transmission facilities so far removed from the scene of the test, Captain Horne said, it was agreed that improvements were necessary for the second test, and both the Navy and the networks pledged utmost cooperation to bring about the improvements.

While final decision on actual changes rests with the men now at Bikini, and above all, with Vice-Adm. W. H. P. Blandy, Captain Horne said that several suggestions were made and tentatively approved in Washington. The foremost difficulty, according to the Navy, is lack of adequately trained technicians—the Navy's greatest present need. Captain Horne suggested the loan of commercial radio technicians to handle the forthcoming broadcast. The networks agreed "to see what could be done."

Cites Smaller Size

Second possible improvement is use of the *Spindle Eye*, Army Communications ship assigned to Army-Navy Task Force 1, for relay use from the *Appalachian*, Navy communications ship. Plan is to have the *Spindle Eye* lying alongside the *Appalachian* for the broadcast.

When asked why the *Spindle Eye*, as the most modern communications vessel afloat, was not used at Bikini instead of at Kwajalein, 240 miles from the scene of the first test, Captain Horne explained that the *Spindle Eye* is considerably smaller than the *Appalachian* and hasn't the accommodations or facilities of the larger ship. "The Navy requested the use of the *Spindle Eye* for the June test," said Captain Horne, "and under the circumstances, the best spot for it was at Kwajalein. The July test will be more concentrated coverage, so that we can now use the *Spindle Eye* where it can be most effective." The *Appalachian* measures 460 feet, and is 12,521 tons, with 500 w power for transmission. *Spindle Eye* is 340 feet, with 5,015 tons. Her power is 10 kw.

Also promised were more intensive pre-broadcast tests made from the communications ships to the West Coast, according to the Navy. "We will keep testing until all kinks are ironed out, as far as it is humanly possible to do so," the Captain reported.

"The first broadcast didn't come through properly," he said, "and the Navy is thoroughly in favor of any means that will improve transmission. The *Appalachian's* 25 to 30 transmitters were all in use for radio, press, picture, radio teletype and other types of transmission," he explained. "Several frequencies were used for relay to Guam, Honolulu and the West Coast from each of the headquarters ships, in order that the best signal could be picked up. But with technicians lacking the experience such a job requires in knowledge of power, wiring, etc., all the efforts of the planners and the correspondents goes for nothing. This time we hope to correct the situation."

THE NETWORKS and the Navy got together in Washington last week to iron out kinks in second atomic broadcast, tentatively set for July 24. Both agreed first test was bad, both also agreed on corrective measures for second test. Tentative changes include more active participation of the Spindle Eye, more experienced technicians, more thorough pre-broadcast tests to West Coast. Final decisions rest with men now at Bikini.

1885 Harry Tennyson 1946

HARRY TENNYSON, 61, assistant chief, Broadcast Division of the FCC Accounting Dept., died suddenly Thursday afternoon at Sibley Hospital, Washington, after a heart attack. He had been in good health until early last week when he suffered several attacks of coronary thrombosis.

Funeral services were held Saturday morning from the S. H. Hines funeral parlor, with burial in Fort Lincoln cemetery, Washington. Active pallbearers, all associates at the FCC, were R. K. Hoskinson, E. E. Hensinger, Robert D. J. Leahy, Robert F. Braden; Jonas Weiland, WFTC Kinston, N. C.; DeQuincy V. Sutton, a former associate at the FCC and now in consulting practice.

With FCC Since 1934

Mr. Tennyson had been with the FCC since December 1934 when the accounting department of the then new Commission was organized. He was transferred from the Interstate Commerce Commission where he had worked on telephone accounting activities while under ICC jurisdiction. Telephone regulation came under the FCC after passage of the Communications Act in 1934.

For several years Mr. Tennyson was engaged in common carrier accounting at the FCC, being in charge of depreciation studies. In 1938 he was transferred to the Broadcast Division. There he has directly supervised accounting work affecting the broadcast industry and has correlated broadcasting report forms with the Bureau of the Budget. During Mr. Sutton's four-year tour of Army duty Mr. Tennyson was acting head of the Broadcast Division.

His FCC work had brought him in contact with many industry figures and he enjoyed a wide acquaintance among broadcasters all over the country.

MR. TENNYSON

Born in Alexandria, Va., he attended school in that city. He started his business career with the Southern Railroad and has been a close friend of William Pollard, Southern treasurer.

From the railroad Mr. Tennyson moved to the international accounting firm of Haskins & Sells, dividing his time between New York and Washington while working on public utilities accounts. He accepted a post with the ICC just after World War I, working on the settlement when railroads were turned back to private owners after Government operation. He remained with the ICC until December 1934, going to the FCC the same day as Mr. Sutton.

Surviving are his wife and four children, three daughters and a son.

HUGHES IS INJURED IN PLANE ACCIDENT

HOWARD HUGHES, television petitioner, aviator, movie producer, and tool magnate, was critically injured on July 7 when his plane crashed during a test flight of XF-11 for the Army Air Forces. Accident occurred in Beverly Hills, Calif. He is suffering from a punctured lung, eight broken ribs, broken shoulder, knee-cap and nose.

Threat of pneumonia in his crushed left lung has made his condition critical. Doctors reported improvement Wednesday evening, but as of last Friday his condition was still critical.

In explaining accident, Mr. Hughes said he knew plane was in trouble half an hour before crash and stayed with it, realizing "big investment in time and research in the ship."

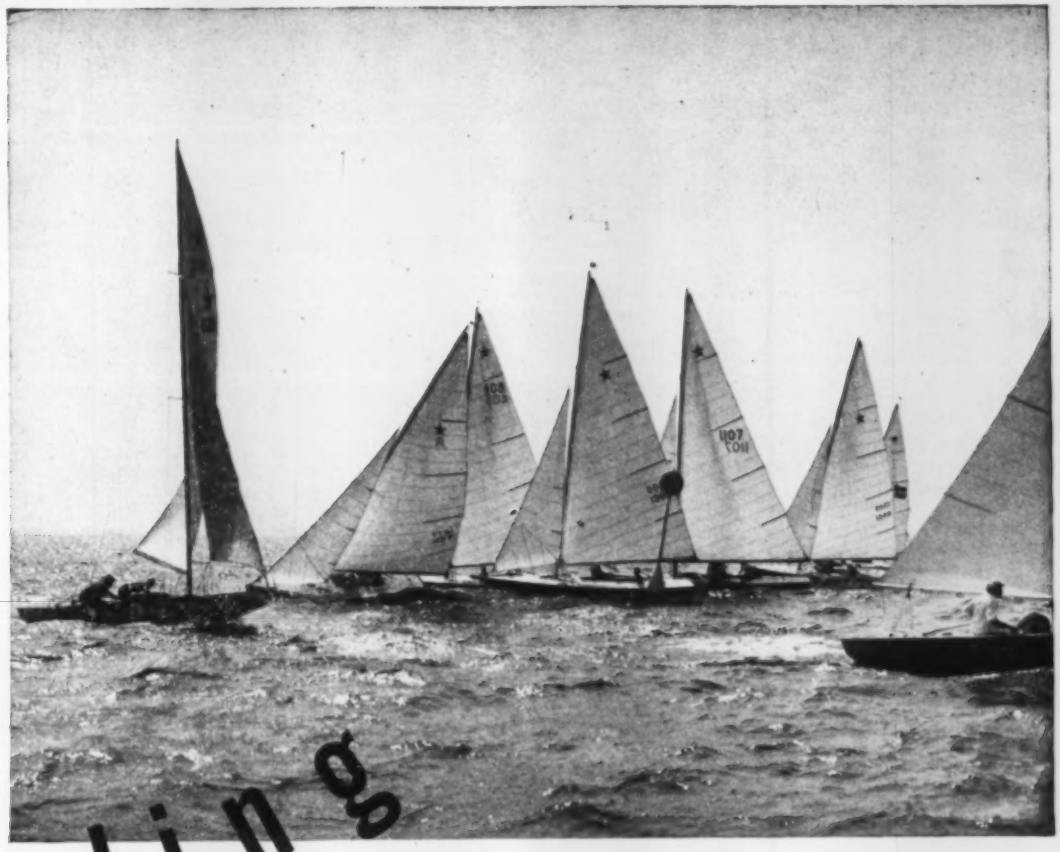
Power Boosts to 50 kw Asked by WHDH, KFEL

BREAKDOWN of two clear channels is sought in application filed last week with the FCC for increased power by two stations to 50 kw.

Matheson Radio Co., licensee of WHDH Boston, seeks construction permit to increase power from 5 to 50 kw, install new transmitter and new directional antenna for day and night use and change transmitter location from Saugus to Wayland, Mass.

Eugene P. O'Fallon Inc., licensee of KFEL Denver, filed for construction permit to change frequency from 950 to 770 kc, and increase power from 5 to 50 kw, install new transmitter and change transmitter location. WJZ New York is the dominant station on 770 kc.

Matheson's application recalled the Supreme Court fight four years ago when the FCC granted WHDH a license to increase power from 1 kw limited to 5 kw unlimited on 850 kc, on which KOA Denver is the dominant station. NBC won the case on a procedural error in the Supreme Court in May 1943, but withdrew objections to the Boston station's operation at 5 kw. WHDH was purchased early this year by the Boston *Herald-Traveler*, although the licensee corporation's name was unchanged.



rounding the halfway mark

Our stations tell us happily of the plus signs in their ledgers as they round the halfway mark this year. Put Weed and Company's staff of seventeen men to work and watch the plus signs multiply.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • ATLANTA • DETROIT • SAN FRANCISCO • HOLLYWOOD

Second Bid Filed for KMED Purchase

WEEU Sale Also Asked Of Commission Last Week

FOURTH COMPETITIVE bid under the FCC's Avco procedure was filed with the Commission last week when the Medford Radio Corp. matched Luther E. Gibson's original offer of $250,000 for KMED Medford, Ore., and accompanying construction permit for an FM station. Filing of the rival application foreshadows Mr. Gibson's second encounter with FCC's auction plan. In a competitive bid for KROY Sacramento, he was denied purchase of the station by the Commission [BROADCASTING, May 13].

Other applications filed with the FCC last week requested the sale of WEEU Reading, Pa., by Berks Broadcasting Co. to Hawley Broadcasting Co. for $300,000 [BROADCASTING, May 27]; reorganization of Lebanon Broadcasting Co., holder of a construction permit for Lebanon, Pa., to include a third stockholder, and assignment of license of KFIZ Fond du Lac, Wis., from Reporter Printing Co. to KFIZ Broadcasting Co., a wholly owned subsidiary.

Competitive applicant for KMED, Medford Radio Corp., consists principally of residents of Medford, who propose to render a local service.

Medford Radio Corp., is owned by Glen L. Jackson, vice president of KWIL Albany, Ore. and the *Albany* (Ore.) *Herald-Democrat*, who is president (13.33%); Alfred S. V. Carpenter, local orchardist, vice president (13.33%); H. S. Deuel, orchardist, treasurer (6.66%); Otto J. Frohnmayer, attorney, secretary (13.33%); John R. Tomlin, majority owner of Timber Products, manufacturers of lumber and 25% holder in Medford Ice and Cold Storage Co., director (26.66%); F. Corning Kenly, orchardist, director (6.66%); Leonard Carpenter, orchardist, director (13.33%), and Eugene Thorndike, bank manager, who also is a director (6.66%).

Gibson Holdings

Mr. Gibson owns KHUB Watsonville, Calif., has a conditional FM grant for Salinas, Calif., and is sole owner of the daily *Times-Herald* and *News Chronicle* at Vallejo, Calif., in addition to other business interests. KMED, now solely owned by Mrs. Blanche Virgin, is on 1440 kc with 1000 w fulltime.

Hawley Broadcasting Co., a subsidiary controlled by Reading Eagle Co., publishers of *Reading Eagle* and *Reading Times*, proposes to pay Berks Broadcasting Co., present owners of WEEU $300,000 plus sums equal to assets at the time sale is approved by FCC, and expenses incurred by Berks in prosecuting applications for additional or improved facilities. WEEU, now operating on 850 kc with 1000 w daytime only, is applying for the facilities fulltime, using a directional antenna.

In addition to WEEU, transaction will include relay station WEGP and a conditional grant for a metropolitan FM station in Reading. Hawley also holds a conditional FM grant for Reading, but will dispose of one in the event sale is approved by the Commission.

Berks Control

Berks Broadcasting Co. is controlled by George J. Feinberg, 50% owner of Concord Chenille Co. of New York, who is president and owns 675 shares of common stock. Joseph M. Nassau, vice president (112½ shares), is vice president and general manager of Valley Broadcasting Co., applicant for a standard station in Allentown, Pa. Milton H. Hinlein, treasurer (112½ shares), is licensee of KDRO Sedalia, Mo.

Principals of Hawley Broadcasting Co. are: Hawley Quier, president and treasurer (1 share); Edith H. Seyfert, vice president (1 share); Helen H. Quier, vice president (1 share) and the Reading Eagle Co. (3997 shares). All officers hold similar positions with Reading Eagle Co.

WLBR Lebanon, equally owned by Lester P. Etter and H. Raymond Stadiem, proposes to reorganize as a corporation and add a third stockholder, Eugene Silverstein, who was serving overseas in the Navy when the application was granted [BROADCASTING, March 11]. Mr. Stadiem will be president, Mr. Silverstein vice president and Mr. Etter secretary-treasurer. Each will have 33 1/3% interest. WLBR, scheduled to go on the air in August, will operate on 1270 kc with 1 kw, daytime only.

Reporter Printing Co., publishers of the *Fond du Lac* (Wis.) *Commonwealth Reporter*, proposes to assign license of KFIZ to the KFIZ Broadcasting Co., a subsidiary corporation, "to facilitate and improve operation of the broadcasting department."

KFIZ is principally owned by A. H. Lange, president of the Reporter Printing Co. (35.9%); C. F. Coffman, vice president (22.7%) and Emery Martin, secretary (34.8%). KFIZ an MBS affiliate is authorized to operate on 1450 kc with 250 w fulltime. Avco is not involved.

ABC Signs Contract With B&K To Use Chicago Video Station

FINAL NEGOTIATIONS which will give American Broadcasting Co. a long-sought television outlet in Chicago, were completed July 8 with signing of a contract between ABC and WBKB, Balaban & Katz television station.

Capt. William C. Eddy, WBKB television director, said the station would start an intensive schedule of outdoor remotes. Following the first ABC telecast Wednesday, a Rainbo Gardens wrestling match, Paul Mowrey, ABC television director, said the network and WBKB had contracted to sponsor weekly boxing bouts from the Chicago sports arena as well as the wrestling matches.

By Aug. 1, Mr. Mowrey said, ABC hopes to present several of its Chicago originated shows. The network will set up a television department in the Central Division, with Gene Rouse, division program director, in charge.

Capt. Eddy said he would renew play-by-play telecasts of Chicago Cubs ball games four days a week.

The addition of WBKB to ABC's television coverage brings to a total of five the number of television stations originating programs under the ABC banner. Others are WABD (DuMont) New York; WPTZ Philadelphia; WRGB Schenectady, and by coaxial cable from New York, WTTG Washington, D. C.

Decision to join ABC's television department is part of a policy of expansion announced simultaneously, Captain Eddy said. The expansion includes the first use by WBKB of 16mm films as part of its daily program schedule. Effective July 9, WBKB began presentation of newsreels, travelogues, and short subjects in addition to its regular schedule of live programs. The addition of films and remote broadcasts is expected to double WBKB's time on the air. Station is on the air Wednesday, Thursday, and Friday, from 7:15 to 9 p.m. CDT and from 4-5 p.m. CDT on an experimental basis.

With the presentation of the outdoor wrestling events, WBKB will be on the air each Wednesday from 8:15 to 10 p. m. CDT.

Mobile equipment for the matches will be manned by WBKB engineers under the direction of Reinald Werrenrath Jr., head of the station's special events division.

ABC Central Division indicated they intended to offer their portion of the television broadcast for commercial sponsorship.

RCA-ASCAP Negotiation On Music Fee Underway

OFFICIALS of RCA's Camden, N. J., plant met last week with a representative of ASCAP in what appeared to be the beginning of negotiations of an ASCAP demand for increased license fees for music played on the plant's loudspeaker system.

Neither RCA nor ASCAP would disclose the nature or progress of the negotiations, beyond saying that "exploratory conversations" were held, but it was known that ASCAP intended to boost its charges, which had been kept at a minimum figure during the war, for its music played on the public address system in the RCA factory.

Representing RCA at the meeting were: D. R. Creato, of the legal department; Fred W. Wilson, personnel director, and F. E. Crane, manager of sound equipment. Richard F. Murray, ASCAP assistant general manager, appeared for the society.

NAB President Miller Answers Churchill Plea

NAB is interested in any legislative ideas designed to bring about fair treatment for radio users, President Justin Miller informed Clinton H. Churchill, president of National Religious Broadcasters, in answering Mr. Churchill's letter [BROADCASTING, July 1] charging that industry executives are discriminating against NRB.

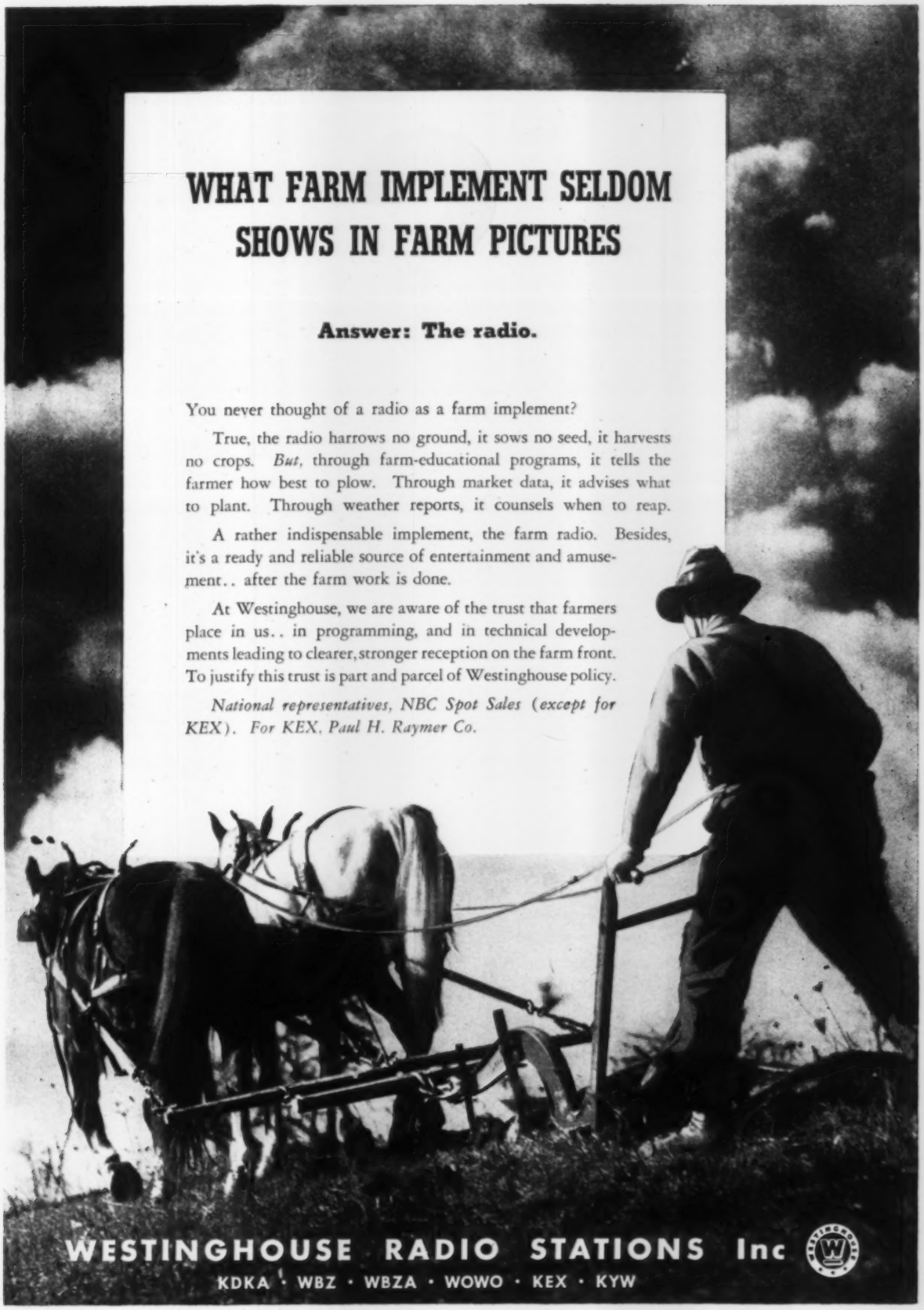
President Miller said he would be glad to work out any problems over the conference table. NRB has contended that broadcasters tend to favor churches and groups of the Federal Council of Churches of Christ in America. At its recent convention NRB passed a resolution suggesting a legislative remedy for the problem.

Set Output Up

WITH civilian production at an all-time high, monthly output of radios is almost equal to the 1941 average, according to John R. Steelman, director, Office of War Mobilization & Reconversion. Mr. Steelman reviewed industrial output for the second quarter of 1944 in a report to the President and Congress.

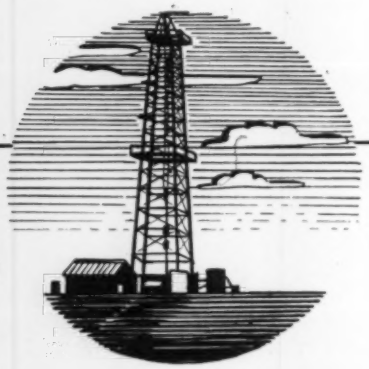
Lilli Ann Buys

LILLI ANN Co., San Francisco (mfgr. women's suits), with local dealer tie-in and placing direct on July 15, starts sponsoring weekly 15-minute transcribed *Presenting Sonja Henie* on 100 stations nationally. Contracts are for 13 weeks. Packaged by Jack Rourke Productions, Hollywood, series features the skating star in chatter and interview with Mr. Rourke. Compensation that Miss Henie would have received for making transcribed series goes to Bulova School of Watchmaking to provide benches for G. I. graduates of school.


WHAT FARM IMPLEMENT SELDOM SHOWS IN FARM PICTURES
Answer: The radio.
You never thought of a radio as a farm implement?
True, the radio harrows no ground, it sows no seed, it harvests no crops. But, through farm-educational programs, it tells the farmer how best to plow. Through market data, it advises what to plant. Through weather reports, it counsels when to reap.
A rather indispensable implement, the farm radio. Besides, it's a ready and reliable source of entertainment and amusement.. after the farm work is done.
At Westinghouse, we are aware of the trust that farmers place in us.. in programming, and in technical developments leading to clearer, stronger reception on the farm front. To justify this trust is part and parcel of Westinghouse policy.
National representatives, NBC Spot Sales (except for KEX). For KEX, Paul H. Raymer Co.
WESTINGHOUSE RADIO STATIONS Inc
KDKA · WBZ · WBZA · WOWO · KEX · KYW

Fulton Lewis, jr.

sells oil IN TULSA,



drugs in Muscle Shoals, real estate in Tucson, and hundreds of various products and services for more than 180 other national and local advertisers. He *sells*, first because he's built up a large and *faithful* audience, second because they *want* to hear what he has to say, and third because his listeners are mature men and women who know what they want . . . and who buy when they want it.

AND HE'LL SELL YOUR PRODUCT, TOO!

Effective local tie-ins are accomplished by insertion of local advertisers' commercials. Fulton Lewis, jr., is available for local sponsorship in a few choice markets. Wire, phone or write for complete information.

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
CO-OP
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

Increased Fees for Listeners, Power Ceiling Urged at Ottawa

AN INCREASE in the annual listener license fee and limitation of 5 kw for private stations were advocated at hearings of the Parliamentary Radio Committee at Ottawa.

The Canadian Assn of Adult Education, through Dr. W. H. Brittain of MacDonald College, St. Anne, suggested that the annual listener license fee, on which most of the CBC revenue is based, be increased from $2.50 to $3. The CAAE brief set forth six reasons why the present system of regulation by the CBC should be continued, including prevention of commercialization, necessity for sustaining educational programs, and encouragement for the "full and frank treatment of controversial issues on the air."

'Public Domain'

The CAAE is "firmly convinced that all radio channels must be regarded as part of the public domain and consequently that no property rights in wavelengths should ever be granted or recognized." It commended "those private stations which carry on their business with a lively sense of their public responsibility for upholding high standards of efficiency and taste and for contributing to the welfare of the local community and the unity of this nation."

During discussion of changes of frequencies of the three high-power independent stations, CFRB Toronto, CFCN Calgary, and CKY Winnipeg, M. J. Coldwell, leader of the CCF (Socialist) party recommended that CBC set a limit of 5 kw for independent stations. He was curious to know why CFRB had been allowed to carry on with 10 kw power. He stated he had had reports that with this power the station was competing unfairly with stations in Hamilton, Brantford, Oshawa and Owen Sound. "You're now changing the frequency, why not the power?" he asked.

C. G. W. Browne, controller of radio, Dept. of Transport, Ottawa, told the Committee that provisions of the Havana Treaty requiring the use of 50 kw stations on the clear channels allocated to Canada before the present term expires could have been met if CFRB had been allowed to increase its power from 10 kw to 50 kw on its 860 kc frequency. He reported that as far back as 1941 the three stations (CFRB, CFCN, CKY) had been advised by the Department of Transport that the frequencies would be required by the CBC, that the use of these frequencies by the CBC had been recommended to the licensing authority by the CBC Board of Governors.

A. D. Dunton, CBC chairman of the Board of Governors, admitted that the CFRB frequency would be for a second CBC 50 kw station at Toronto, which would be the key station of the CBC Dominion network. Committee Chairman Ralph Maybank stated that there was no doubt that CFRB would lose its frequency before June 1947. Mr. Dunton pointed out that CFRB had been given the choice of 640 kc, 800 kc, 1010 kc or 1550 kc. Mr. Dunton read CBC board minutes in which Joseph Sedgwick, solicitor for CFRB, had stated that all possible action would be taken in the courts and if necessary through political pressure to retain the CFRB frequency of 860 kc. Mr. Browne reported that H. G. Love, president of CFCN, had written the department that the station would take legal action to retain its frequency of 1010 kc.

Earl Grey, president of the Assn. of Canadian Radio Artists, told the Committee his organization was deeply concerned with the cultural and commercial aspects of radio. Both were essential and desirable, and both private and publicly-owned stations were favored by the artists organization.

Radio Men on Honor Roll Named July 1 by Canada

A NUMBER of Canadian broadcasting, public relations men and newscasters were awarded decorations in the Dominion Day, July 1, honors list.

Leonard W. Brockington, former chairman of the board of governors and the Canadian Broadcasting Corp., and Dr. Augustin Frigon, CBC general manager, were made Companions of the Order of St. Michael and St. George (CMG). Joe W. G. Clark, formerly an executive of Cockfield Brown & Co., Montreal advertising agency, and during the war public relations directors of the three branches of Canada's armed service was made a Companion of the Order of the British Empire (CBE). Arthur Holmes, Matthew Halton, and Marcel Ouimet, CBC war correspondents, Gregory Clark, CBC commentator, were made Officers of the Order of the British Empire (OBE). Gerard Wilmot, CBC war correspondent, was awarded Member of the Most Excellent Order of the British Empire (MBE).

Well-known newspaper correspondents who have been heard at various time on Canadian stations who were awarded honors include (for OBE) Ross Munro, Canadian Press war correspondent, P. J. Phillips, *New York Times* Ottawa bureau chief. L. S. B. Shapiro, *Montreal Gazette* war correspondent.

CHGB Ste. Anne de la Pocatiere, Que., has started operating with 1 kw daytime and 250 w nighttime on 1350 kc, changing from 1230 kc, and CKMO Vancouver, has installed a non-directional aerial with an increase in power from 100 w to 1 kw.

KMPC NAMES KELLEY

BOB KELLEY JOINS "THE STATION OF THE STARS" AS SPORTS EDITOR....

Already known as the sports station of Southern California KMPC is proud to announce this further expansion of its sports department. Bob Kelley is one of the nation's outstanding sportscasters. Formerly sports director of WGAR Cleveland, his broadcasts have been heard and enjoyed by millions. He brings to KMPC the kind of talent that continues to make this station "The West's Greatest Independent."

KMPC

The West's Greatest Independent

5939 SUNSET BLVD ★ LOS ANGELES, 28 ★ CALIFORNIA

TELEPHONE HOLLYWOOD 5341

PAUL H. RAYMER CO., National Representatives

★★★★ **U. S. STEEL'S**

Full-length, one-hour dramatizations of the best in mystery fiction, featuring such well-known writers as Eric Ambler, Van Wyck Mason and Cornell Woolrich.

Leading actors and actresses, including Laurence Olivier, Geraldine Fitzgerald, Wendy Barrie, Brian Aherne, Frank Sinatra and William Bendix.

EVERY SUNDAY NIGHT at 10 P. M. E.D.T. over American Broadcasting Company, Coast to Coast... for 13 summer weeks, to replace The Theatre Guild on the Air.

"I HIGHLY RECOMMEND *Hour of Mystery," writes Ben Gross, radio editor of the New York Daily News. "Here we shall have only the finest, produced and acted with an artistry usually reserved for the best theatrical productions."*

Presented by

UNITED STATES STEEL

Webster to Head Telecommunications Division of NFAS Planned for Aug. 1

DIVISION of Telecommunications will be set up Aug. 1 by the National Federation of American Shipping with Commodore E. M. Webster (Coast Guard retired) as director. Appointment of Commodore Webster, authority on marine communications and former FCC assistant chief engineer, is described by the association as recognition of the growing importance of telecommunications to American shipping.

Mr. Webster

In announcing the appointment July 11 by the board, Almon E. Roth, association president, said the division will represent American shipping at international conferences on electronic aids to navigation, allocation of wavelengths, radar specifications and development, and other facilities.

Commodore Webster for many years served as chief communications officer of the U. S. Coast Guard Academy, where he had graduated in 1912. In 1934 he was retired from active duty, going to the FCC where his duties covered use and installation of ship radio.

After Pearl Harbor he was recalled to active duty and assigned to his former post with rank of captain. He was promoted to commodore June 1, 1945. He is given credit for much of the American merchant marine supremacy in safety-at-sea.

Commodore Webster has attended most of the telecommunications conferences as U. S. representative, including those at Washington in 1927, Madrid in 1932, Cairo in 1938, and Rio in 1945. He attended the recent international aviation conference and last March was chairman of the U. S. delegation to the marine radio conference in London.

Among his activities have been: Board of War Communications as assistant secretary and Treasury alternate; Telecommunications Coordinating Committee, member; frequency allocation and other committees of Joint & Combined Communication Board of Joint Chiefs of Staff, member; Interdepartment Radio Advisory Committee, chairman; Radio Technical Commission on Aeronautics, member; also member of committees planning next world telecommunications conference.

WMCA POLL FAVORS UOPWA AFFILIATION

AN OVERWHELMING majority of WMCA New York white collar workers have chosen to join the CIO's United Office and Professional Workers of America, radio guild, an investigation by the New York regional office of the National Labor Relations Board Reported last week.

The board, disclosing results of its counting of cards submitted by WMCA employes, announced that 49 of the total payroll of 53 stated their preference for the UOPWA.

Since a clear majority was indicated by the cross-check of cards the board has designated that a five-day notice be posted on the WMCA premises announcing the agreement between the parties. At the end of this five-day period, should there be no objections by any other unions, the board will declare the CIO union the official representation for the white collar workers.

Last week the International Brotherhood of Electrical Workers, AFL, officially withdrew from representation of this group. William Hayes is the field examiner for the NLRB. It is assumed that by the early part of next week the UOPWA will begin negotiations with WMCA management.

Olian Is to Establish New York Branch Office

OLIAN Advertising Co., Chicago and St. Louis, announced plans last week to establish a New York office to service all accounts headquartered in that city. Harold Kaye, radio director for the agency, has been transferred from Chicago, to direct the New York branch.

While agency will service all media, initially it will concentrate on Louis Howe (Tums), Bisceglia Bros. (Paradise Wines) and greater New York industries accounts. Office address has not been decided.

TEEN-SHOW
WEBR and Sponsor Host to 1,000

CONCRETE effort to aid in combatting juvenile delinquency in Buffalo, N. Y., is being made by WEBR, that city. Effort consists of a program called the *Hi-Teen Dance and Radio Show*, presented every Saturday 2 to 5 p.m. at Kleinhan's Music Hall, and draws an average of 1,000 teen-agers at every session.

The initial success of the present shows have led WEBR to seek out larger accommodations to suit the more than 7,000 youngsters who apply for admission every week. Program is sponsored by The Sample Shop, Buffalo. Store has steered clear of over-loading the program with too many commercials which might detract from the show's civic aspect.

PAUL LONG, released as captain in AAF, and GARY GOODWIN, former combat correspondent, USMC, have joined KDKA Pittsburgh, as news editor and staff announcer, respectively. Before entering service Mr. Long was news editor and announcer at KWKH and KTBS Shreveport.

The new transcribed

BARRY WOOD SHOW

WITH ★ MARGARET WHITING

★ THE MELODY MAIDS

★ HENRY SYLVERN AND ORCHESTRA

FREDERIC W. ZIV COMPANY PRESENTS A STAR-STUDDED MUSICAL

THAT'S...

Smooth as Silk

• HENRY SYLVERN • MARGARET WHITING • BARRY WOOD • THE MELODY MAIDS

Barry Wood and Margaret Whiting find an appropriate setting for their talents in the new Ziv produced Barry Wood Show, a fifteen minute musical, transcribed for local and regional sponsors. Currently produced in New York on a five-per-week basis. Write, wire, or phone for availabilities.

FREDERIC W. ZIV COMPANY

1529 MADISON ROAD • CINCINNATI, O.

NEW YORK • CHICAGO • HOLLYWOOD

WJJD is the only Chicago station to win an award in Billboard Magazine's station promotion contest . . . WJJD knows how to promote an audience!

THE NEW WJJD CHICAGO

20,000 Watts of Selling Power

A *Marshall Field* STATION REPRESENTED NATIONALLY BY LEWIS H. AVERY

NAB Standards to Be Fully Analyzed

Meeting at Estes Park To Discuss Teeth For Measure

By J. FRANK BEATTY

ONE year old next month, NAB's Standards of Practice will be exposed to a searching examination when the NAB Board of Directors holds its Aug. 6-8 meeting at the Hotel Stanley, Estes Park, Colo. Before the board gets through with its scrutiny of the document, successor to the old NAB Code, steps to put teeth into its provisions may be considered.

The August probe will culminate months of discussion at NAB district meetings and a series of committee sessions. At these meetings the charge has been made repeatedly that the standards are weak and inadequate.

Tipoff that the standards would come in for a board going-over was given a fortnight ago by President Justin Miller after a meeting of the new NAB Program Executive Committee. President Miller commented that the standards are not static and will be "subjected to constant review and interpretation" by the new committee.

The standards were adopted in 1945 at the board meeting that elected Mr. Miller president of the association, and several changes have since been made. President Miller has discussed the problem with broadcasters all over the country in his travels.

The industry membership has not had a chance to vote on the abandoned Code, which some broadcasters believe is still technically alive. Chance of drawing up a complete new set of standards before the October convention of NAB is considered remote. Any weakness in the current standards is ascribed in large part to implied FCC threats in the WHKC case and to fear of antitrust action.

No Enforcement Power

Basic weakness of the document is lack of enforcement powers. Industry leaders in general agree this offers the most difficult problem, since even so drastic a step as NAB expulsion would not interfere with a station's license privileges under the Communications Act.

Relation of the standards to the FCC's Blue Book was discussed last Monday and Tuesday at a meeting of the NAB Strategy Committee, headed by President Miller. Subcommittees on public relations and legal aspects of the problem held separate meetings with a joint session following.

Feeling is apparent though not unanimous that a stiffening of the standards and improvement in programming are desirable since the FCC's attack on industry "soft spots," it was learned after the strategy meeting. Suggestion has been made that if the industry doesn't do something voluntarily, FCC may stretch the 1934 Act even farther by executing threats implied in the Blue Book.

The NAB Program Executive Committee has a subcommittee on standards of practice. The subcommittee has not met since the committee session July 1-2 in Chicago.

Programming Study

A void in the industry's programming structure — lack of knowledge of programming types, sponsorship and public service records—will be filled when the NAB Program Dept. completes study of a 100-station survey. Stations have not yet completed sending in information requested by Kenneth H. Baker, NAB research director. Since additional time will be required for analysis of reports, it is not certain the complete document will be ready in time for study by the board of directors.

In considering the program structure the board will go over plans to set up a program department within the NAB. The department was authorized last winter by the board and funds have been provided to start operation. President Miller and Executive Vice President A. D. Willard Jr. are studying the personnel side of the question and may select a director by the time the board meets.

Another vacancy at NAB headquarters exists in the Labor Relations Dept. Operating with a greatly expanded program, the department lacks a director. When this post is filled NAB will have about completed the personnel expansion started last autumn. The Employe-Employer Relations Committee will meet Aug. 12-13 in Washington. Meeting originally was scheduled July 11.

Four broadcast advertising topics are tentatively slated for board consideration next month. The Standard Contract Form prepared by a joint NAB-AAAA committee will be submitted to the board. It requires approval of boards representing both associations. Revival of official industry statistics giving a picture of broadcast advertising was proposed to the Sales Managers Executive Committee in June. A pilot study was ordered to see if information could be obtained.

Third proposal is that every station have a copy acceptance department to scan all radio advertising copy and keep it within the standards of practice. If the Subcommittee on Sales Practices of the sales

(*Continued on page 28*)

The No. 1 Farm Station in the No. 1 Farm Market would like you to

MEET MERRILL!

This is Merrill Langfitt, KMA's energetic and capable Farm Director. Merrill *knows* Iowa farms and farm people. Born and reared on an Iowa farm, he is a graduate in agriculture of Iowa State College—is a former teacher of Vocational Agriculture, Adviser of the Future Farmers of America, and County Agent of Page County, Iowa.

So you see that Merrill Langfitt *has* the proper background for his job! He knows his business. He knows how to "gear" farm service programs to the needs of the KMA farmer.

As Farm Service Director of KMA, Merrill provides the farmer with all the latest information, most of which he gathers from direct contact in the field.

No wonder the farmers in the 155 counties of KMA's primary area respond to our specialized farm service shows. For proof, write for your copy of KMA's "1945 Mail Study".

KMA

155 COUNTIES AROUND SHENANDOAH, IOWA

AMERICAN BROADCASTING CO.

LEWIS H. AVERY, Inc., National Representatives

GREENVILLE, S. C.
... A SHORT RIDE
to Buy

for
123,000 PEOPLE

Greenville is the buying spot for over 123,000 people living within 10 miles of downtown Greenville—trading center for a 50 mile area of 711,711 people—heart of Greenville County, the state's leader in 1945 Retail Sales ($73,645,000*).

*Sales Management Estimates—1945

WFBC

GREENVILLE, S. C.
NBC 5,000 Watts
LEWIS H. AVERY, Inc.

Most Powerful Station In Western Carolinas

DOMINATES YOUR TOP MARKET!

GREENVILLE
IS A 100,000+
MARKET
1ST IN SOUTH CAROLINA

NAB Standards

(*Continued from page 27*)

managers group has not reported by Aug. 6 the subject may go over to the NAB convention in October. Report of the special committee on the 1945 Joske's of Texas retail study will be ready for board review.

NAB's attitude on the FCC's proposed easing of the transcription rule will be determined by the board. FCC postponed its June hearing on the rule at NAB request. The association is to appear at a hearing to be held Aug. 26 by the FCC.

Two angles of the music problem will come before the board. Developments on the Petrillo front have been slow since the U. S. attorney in Chicago charged AFM's head with violation of the Lea Act. Belief is voiced that the union head may be taking things easy pending court trial in the autumn. Petrillo has not answered President Miller's May letter reminding him that AFM's agreement to hold policy negotiations with the industry had not been carried out.

Second music problem centers around expiration of ASCAP copyrights Dec. 31, 1949. Already steps have been taken to prevent another copyright battle. The NAB Music Committee meets today and tomorrow (July 15-16) at the Waldorf-Astoria, New York, to go over the situation.

Freedom of Radio Plans

The Freedom of Radio project will be reviewed when a new committee on the subject meets July 17-18 at the Waldorf-Astoria. Committee report will be given to the board. The project is designed to foster the American concept of radio and to interest other media such as movies and newspapers in protecting freedom of speech.

Expanded activity by the NAB Engineering Dept., now headed by James L. Middlebrooks, will be reviewed by the board. The Engineering Committee will meet July 22, when Mr. Middlebrooks will report on his first three weeks in office. A number of projects have been mapped by the new engineering chief.

Public relations, now directed by Edward J. Heffron, executive assistant to President Miller and Vice President Willard, had a similar airing last Friday at a meeting of the Public Relations Executive Committee in Washington.

Among public relations projects are the proposed continuance of the National Radio Week idea and a system of radio "Oscar" awards. Radio Manufacturers' Assn. last month voiced approval of the radio week idea and RMA's Advertising Committee will discuss it at a meeting July 17, to be held in Chicago. RMA's action will be reported to the NAB board. The "Oscar" project was approved in principle by the board in May, with concern expressed over its cost. Committee report is expected.

A committee named last month to discuss details of a proposed movie based on radio's history is expected to report to the board. The film would be produced by Gerald T. Brandt, Hollywood film promoter. In May the board "looked with favor" on the idea.

FM Discussions

FM discussions at the board meeting will center around NAB's firm stand against the FCC's proposed order to reserve one out of five FM channels for the time being (see story this issue).

Plans for a special FM session during the Oct. 21-24 NAB convention will be considered by the board. Though amendment of the by-laws to forbid convention attendance by nonmembers eligible to belong to NAB will be considered by the association membership, the ban would not apply in the case of the FM session. FMBI members will hold a separate meeting. The organization has not been dissolved though members were absorbed by NAB.

Convention plans as now drawn will be reported to the board by a subcommittee. Meetings are to be held at the Palmer House, with both the Palmer and Stevens as official convention hotels. The banquet will be held at the Stevens.

C. E. Arney Jr., NAB secretary-treasurer, will send out reservation forms for the convention in a week or so. Hotel reservations can be made only by use of these forms. Minimum attendance of 1,800 is forecast by Mr. Arney, with possibility that it will pass 2,000.

The NAB By-Laws Committee will meet Aug. 5 at Estes Park ahead of the board session. It will consider proposed change in requirements for convention attendance as well as a plan for election of directors-at-large by mail referendum.

A special committee on NAB redistricting will meet Aug. 6, opening day of the board meeting, going into plans to shift the districting of several areas. Among proposals are shifting of New Mexico from the 16th to the 14th District and El Paso from the 13th to the 16th district.

Another committee will meet Aug. 5 to consider a proposal for NAB certificates of merit or honorary memberships to give recognition for outstanding service to the association.

Finance Session

The important Finance Committee will meet Aug. 3-4. It will go into budget problems, including the new Washington headquarters building across the street from the present offices and the cost of expanded functions undertaken in recent months.

Fourth NAB board meeting of the year will be held Oct. 21 during the convention, with the old membership sitting for the last time. The new board will hold its first meeting Oct. 25, with two membership changes to be made. In the 8th District C. Bruce McConnell, WISH Indianapolis, succeeds John E. Fetzer, WKZO Kalamazoo. In the 6th District Wiley Harris, WJDX Jackson, Miss., succeeds Hoyt B. Wooten, WREC Memphis. Messrs. Fetzer and Wooten declined to run for reelection at winter district meetings. Michael R. Hanna, WHCU Ithaca, succeeded Kolin Hager in May as 2d District director when Mr. Hager resigned from WGY Schenectady to join SESAC. He is serving as interim director until October when he enters a regular two-year term.

Peaches for H. S. T.

PEACHES FOR THE WHITE HOUSE were delivered personally to President Harry S. Truman by Cliff Gray (l), farm director of WSPA Spartanburg, S. C. Also included in the delegation were (not pictured) Troy Cribb, manager of the South Carolina Peach Growers Assn., and Miss Annabel Cribb, who had been selected as "Palmetto Peach Queen." The contingent had flown from South Carolina in a plane laden with peaches and, upon arrival at the Washington airport, was interviewed on the Sunday morning *Journal of the Air*, conducted by Chuck Worcester, CBS farm director. WSPA is promoting the peach harvest.

New Balto. Firm

ALFRED B. BUFFINGTON, veteran Baltimore radio man, has announced opening of a new radio production company, Al Buffington Productions at 2104 North Charles St., Baltimore 18. Mr. Buffington, formerly connected with WFBR and WBAL, in that city, has been discharged from the Navy where he was executive officer of the Pacific Ocean Network, Armed Forces Radio Service, Honolulu, and later with AFRS Los Angeles headquarters. New company will create, produce and sell syndicated features for the national field. Henry Riddick, Navy veteran from Mobile, Ala., has joined the firm.

sponsors!

agencymen!

timebuyers!

.....

NEWS
10:00 AM Open Mon., Wed., Fri.

MYRT & MARGE
9:00 AM Open Mon. thru Fri.

RAINBOW HOUSE
10:30 AM Open Saturday

NEWS
11:00 AM Open Tues., Thurs., Sat.

ANSWER MAN
12:45 PM Open Mon. thru Sat.

EASY ACES
6:00 PM Open Mon. thru Fri.

STAN LOMAX
6:45 PM Open Mon., Wed., Fri.

FULTON LEWIS, Jr.
7:00 PM Open Mon. thru Fri.

BARRY GRAY'S VARIETIES
2:00 AM Open Mon. thru Sun.

Whether you're "going off" or "coming on" the air today, tomorrow, or a month from now, here's a frank and helpful statement from WOR – the station that has probably created and produced more plaudit-prompting, audience-building, sales producing local, low-priced shows during the past 12 months than any station anywhere

NEVER BEFORE in WOR's almost a quarter-century of *action*-arousing programming to 18,000,000 people in seven of the Eastern Seaboard's greatest states, has its schedule been studded with a wider variety of crack shows priced *low* for immediate sale.

This is no casual boast and these are no casual buys. The majority of these programs have bounced — and *are* bouncing — to top-ranking rating slots on an ever-mounting crescendo of new and repeated acclaim from the nation's most astute critics, columnists and feature writers. They are programs that have pulled rave letters of endorsement from such shrewd buyers as Raymond Spector, Ruthrauff & Ryan, O'Cedar Corp., Van Raalte, Julius Scheck, etc.; programs which have paved the way for "success stories" that are the envy of the industry and the delight of their sponsors.

So, if you are making or contemplating a change, either seasonal or permanent, in your network or local programming in New York, WOR sincerely suggests that you give some thought to the great show buys it has listed here. For these WOR programs are much more than station "packages". They are grown and growing *regional institutions;* properties that, for net "vacationers", are audience and sales "insurance" in their coverage of 16 of the nation's greatest markets of more than 100,000 people each. They are also investments that can play a tremendous part in holding and increasing the popularity of *any* advertiser's product or service.

WOR urges you to act on this ad for a very simple reason. Annually, for more than eight years, we have published a similar message—and had it accepted by three, four—as many as seven advertisers. And in almost *every* case, those clients are among our present and most consistent users.

NOTE: a recording of any of these WOR shows, plus the *free* help and advice of the station's talent-and-time-wise Commercial Program Sales Division, can be had for a phone call, PE 6-8600.

WOR

—that power-full station

MUTUAL

at 1440 Broadway, in New York

Brief by NAB Argues Against Withholding of FM Channels

ADDITIONAL room in the spectrum should be provided for FM and the FCC should abandon its proposed withdrawal of a portion of the present 88-108 mc band from immediate assignment, the NAB contended Friday in a brief filed at the Commission's hearing on the proposed frequency reservations.

Don Petty, general counsel, and Bryce Rea Jr., assistant, representing the association, contended that the FCC lacks legal authority to reserve from assignment any FM channels, as proposed June 6 by the Commission [BROADCASTING, June 10].

NAB claimed the only purpose of regulating broadcasting at all was to allocate the limited frequencies to permit as many stations as possible to operate as effectively as possible. Thus the field "is open to anyone, provided there be an available frequency over which he can broadcast without interference to others, if he shows his competency, the adequacy of his equipment, and financial ability to make good use of the assignment channel," according to NAB, quoting from the Supreme Court decision in the Sanders case.

NAB argued that under Section 309(a) of the Communications Act the FCC is prohibited "from determining that the public interest, convenience, or necessity will *not* be served by the grant of an application prior to a full hearing thereon." A general order withholding designated available channels from any assignment would, in effect, foreclose consideration of applications for such channels and determine without hearing that their use was not in the public interest, it is held.

Distribution Clause

Section 307, NAB claims, requires the FCC to distribute licenses to provide a "fair and efficient distribution of service among the several States and communities." Paragraph (b) of the section is construed to apply when question of inequitable distribution arises.

Therefore the Commission "can neither exercise its power nor fulfill its duty under Section 307(b) by the issuance of a general order which, at one stroke, anticipates issues and decides them without consideration and judgment on the basis of a full hearing," according to the NAB brief.

The public has an interest in the reservation of the FM channels, NAB points out in citing Section 303(g) of the Act which requires the Commission "to encourage the larger and more effective use of radio in the public interest."

NAB says in some areas the applications for channels exceed the supply and that there are insufficient channels "to permit the public to receive service from both independent stations and existing networks. In view of this, it cannot be said that it is in the public interest to create an even greater scarcity of FM channels by withholding any portion of those already allocated. On the contrary it is evident that any withholding at this time will violate the spirit of Section 303(g) by encouraging the smaller and less effective use of radio in the public interest."

Recalls Statement

NAB cites an FCC statement Aug. 24, 1945, "The Commission does not propose to reserve any FM channels from assignment at the present time." It then cites a statement April 24, 1946, by Acting Chairman Charles R. Denny that "there is constantly a reexamination of allocations in the radio spectrum, but the present allocation of 88 to 108 is final."

Solution to the scarcity problem, says NAB, is immediate indication by the Commission of an additional specific portion of the spectrum for future allocation to FM broadcasting. Public interest is declared to demand that there always be available enough FM channels so any qualified applicant can enter the field. NAB then suggests that assignment of more FM channels "should be considered as a field for expansion to provide for such applicants as the FCC must have had in mind when it ordered a hearing to determine whether the reservation of a portion of the allocated channels would serve the public interest."

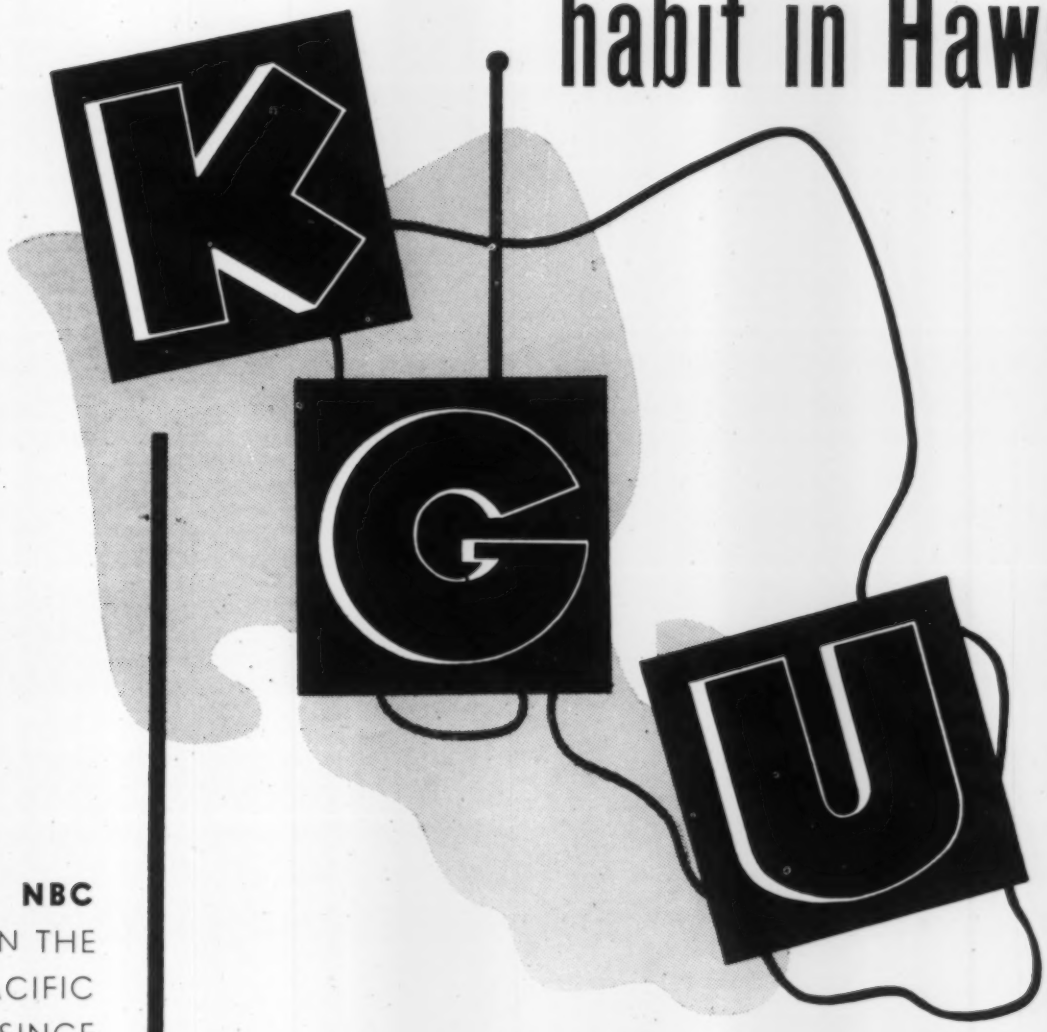
If a portion of the spectrum were indicated for expansion of FM, manufacturers could design sets to serve the range when it is assigned for use, according to NAB, saving the public large sums and permitting FM to develop without "waiting periods" for change over of receivers.

Radio Hypo

PONOKA, Alta., is a small rural community of 1,300 people (1941 census). Each year it has a stampede. This year 30 Ponoka business men decided to advertise the Ponoka Stampede with a total of 46 programs on CJCA Edmonton. They hoped to increase attendance at the two-day stampede from 5,000 to 10,000 persons. Over 20,000 are conservatively estimated to have attended as the result of the broadcasts.

It's the Working Man's Station, Too!
The working man, the fellow who "brings home the bacon" in this billion dollar market, is an ardent listener to KTSA. Our alert, well-balanced programming takes the men into consideration—provides the type of news, entertainment, and special features they want to hear most. KTSA's staunch following is evidenced by the outstanding results it can produce for you;
KTSA
SAN ANTONIO, TEXAS
5000 WATTS DAY • 550 K. C.
COLUMBIA BROADCASTING SYSTEM
AFFILIATED WITH
TAYLOR-HOWE-SNOWDEN
Radio Sales
LONE STAR CHAIN

habit in Hawaii



NBC
IN THE
PACIFIC
SINCE
1931

Almost 25 years of continuous broadcasting service have made KGU a habit in Hawaii.

Hawaii's FIRST station, in years and in service, KGU brings the best programs and the biggest names in radio to the Islands—a market of more than a half million people who in 1945 spent nearly a half billion dollars in retails sales.

For full coverage of this important market, get in touch with KGU or THE KATZ AGENCY.

AFFILIATED WITH **THE HONOLULU ADVERTISER**
REPRESENTED BY **THE KATZ AGENCY, INC.**

EASTERN IOWA *the*

Outstanding Agricultural Area in the U.S.

With An Industrial Income *EQUAL* to her Agricultural Income!

- WMT is Eastern Iowa's only CBS Station
- WMT covers 85,570 sq. miles (within its 0.5 MV Line) of sales rich area
- WMT reaches 3,500,000 Consumers (within its 0.5 MV Line) with the highest per capita income in the U.S.
- WMT has a greater daytime primary area of any station in the state within its 2.5 MV Line

Represented by KATZ AGENCY

MEMBER OF THE MID-STATES GROUP

CAB Fights

(Continued from page 15)

tising content of programs in the past four years.

Examples were given of how private stations go about training personnel from local men and women and youths who want to get into broadcasting.

Details of how community stations are developing local talent were given the Committee. The methods include: maintenance of a schedule of continuing auditions, broadcasting local musical clubs, organizing and managing musical groups and individual performers, developing amateur hours, maintenance of drama clubs, offering scholarships to juvenile. Many individual station accomplishments in the field of talent development were cited. A list of radio stars and name bands heard on Canadian stations was read to the Committee and their rights on community stations in Canada given. It was shown that even the smallest Canadian stations make efforts to develop local talent within their means.

Listener Quite Active

On the subject of program control, the brief pointed out that "the listener is quite active in his likes and dislikes, and no station could dare afford to ignore the expressed opinion of its listeners . . . Every station has an accepted standard of program value and good taste, which is an integral part of its operating technique, expressed in self-imposed regulations about program contents. . . In all of Canada we know of no case of a sponsor refusing to heed a station's recommendations where program content was in dispute."

Considerable time was devoted in the brief to the development of local public service and sustaining programs. "The record of the community stations in Canada is such that we feel confident in saying the criticisms are completely untrue and non-applicable," the brief pointed out.

The brief cited many instances of these local sustaining community programs, the necessity of having to move them for required CBC network time programs, the refusal of many stations to move these public service and sustaining programs for sponsored programs and refusal to sell most of these programs commercially.

Much Local Talent

Dealing with the use of network shows, the report cited details of how many stations, not on networks, have to provide their full programming. It also pointed out criticism leveled at station operators for using too many or too few network sustaining programs. The report showed that in many cases refusal to carry some network sustainers was not to carry local commercials but to carry local sustainers or public service programs, that little of the local programming was recorded, that much of it was live talent recruited locally.

"This is the obverse side of the perhaps unthinking statement made by the CBC before the Committee that community stations carry only 47% of CBC sustaining cultural and education shows," the brief stated. "The stations need some time to broadcast the tremendously heavy load of cultural, public discussion, and educational public service programs originated by themselves for the local needs of their communities."

Details were given of the job the private stations were doing in the rehabilitation of war veterans, through special programs to find jobs for veterans and in employing veterans.

The job being done by stations in helping to train disabled as well as war veterans in good health was specified. The job done during the war and with the return of veterans and the reception of war brides was detailed for many community stations which have had special local interest programs in this connection, some even sending their own war correspondents overseas, sending their own reporters to meet ships bringing back local war veterans.

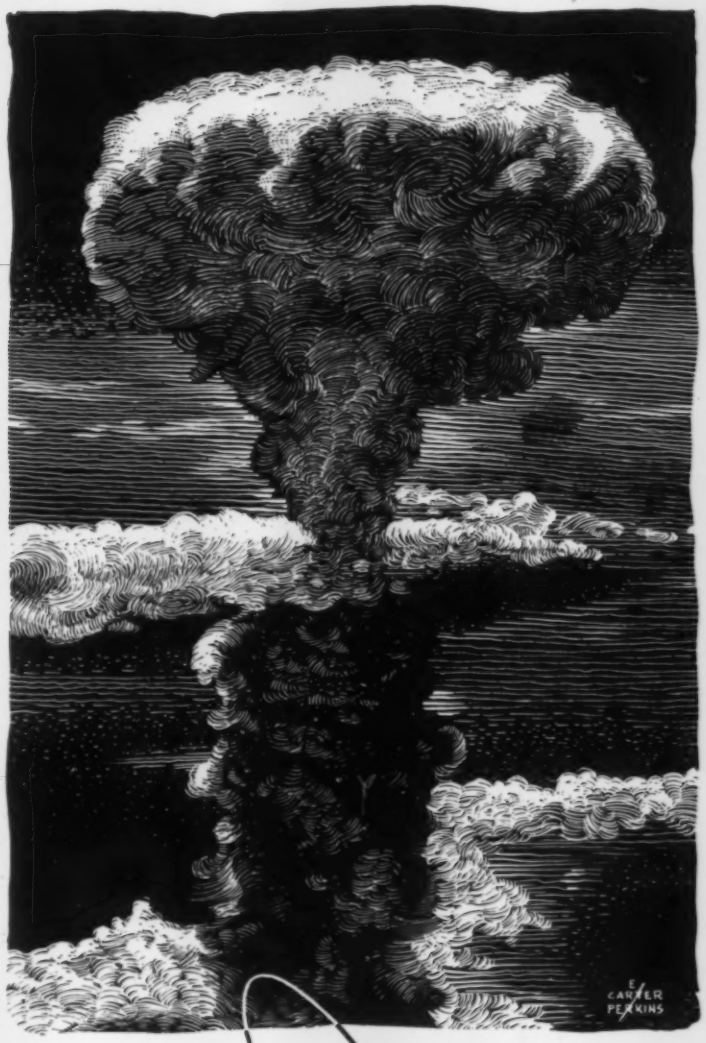
Press Regulation

In its brief on future policy of Canadian broadcasting, the CAB pointed to the rapid changes in the radio art since the CBC was established, that present legislation under which the CBC operates would allow it to regulate the press with the development of facsimile transmission.

The brief pointed out that present plans of the CBC to build three more 50 kw AM transmitters would not add one listener nor give better service to listeners "than that which would result if the inde-

(Continued on page 38)

HONORARY doctorate of law was conferred July 1 on Frank Stanton, president of CBS, by his alma mater, Ohio Wesleyan U., at the 100th annual commencement exercises in Delaware, Ohio. Hooding Dr. Stanton (r) is Dr. T. Chadbourne Dunham, a classmate (1930), and now professor of German at the university.



RADIOACTIVITY

AND ACTIVITY FROM RADIO

To many of us the meaning of the atomic experiments in the New Mexico deserts is still vague and mysterious. The now familiar symbol of atomic energy and radioactive force is full of promise to such widely diverse fields as industrial power and cancer therapy.

There's another symbol that doesn't have the mystery of the unknown about it. The letters W-C-B-M have a clear meaning to time buyers who use its powerful appeal to sell a great diversity of products to all income groups in the Baltimore Market. For a force active in radio selling, your choice is WCBM.

Baltimore's Listening Habit

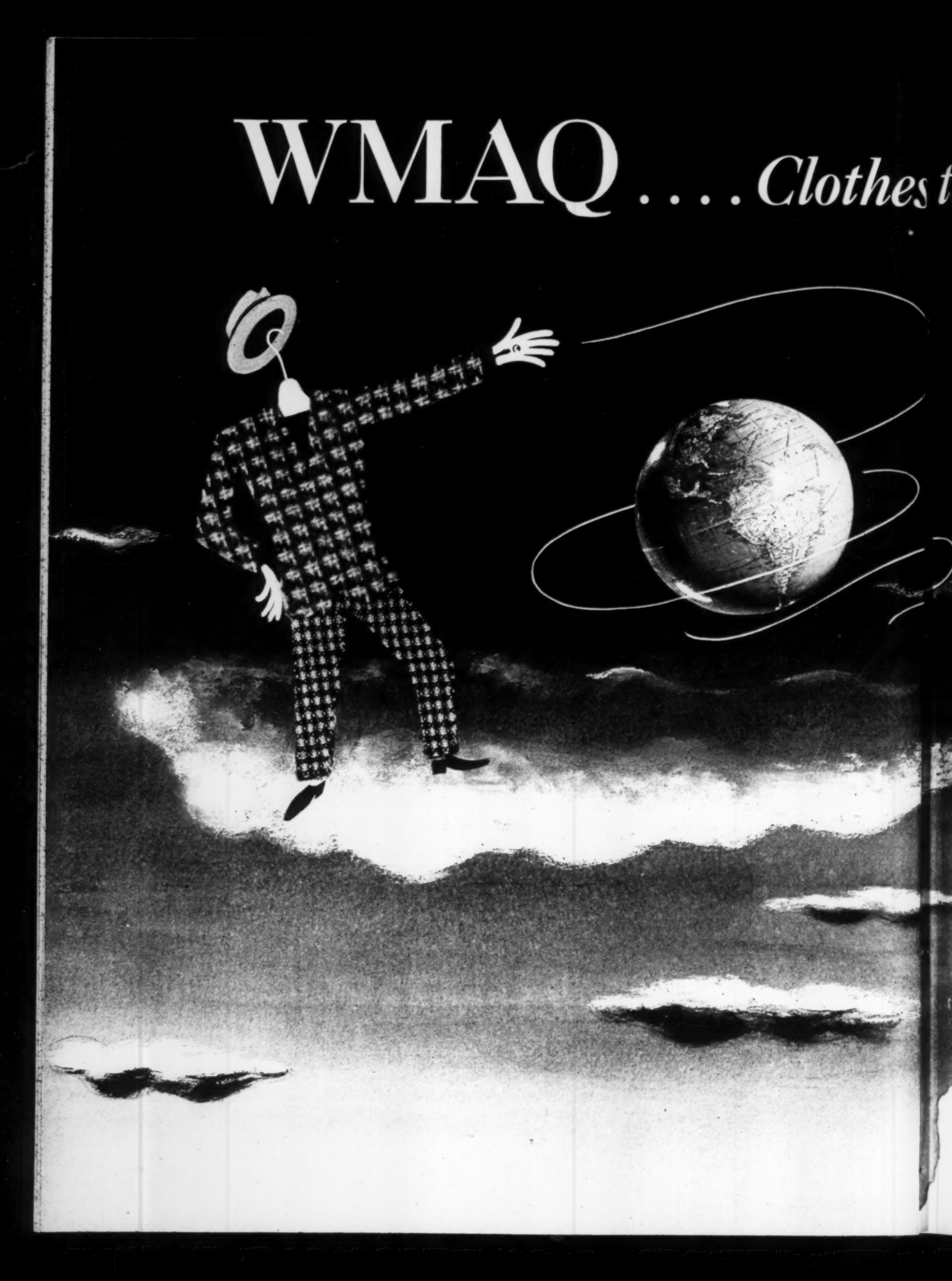
WCBM

MUTUAL BROADCASTING SYSTEM

JOHN ELMER, *President*

Free & Peters, Inc.
Exclusive National Representatives

GEORGE H. ROEDER, *General Manager*


WMAQ . . . . Clothes t

es the News in Simple Terms

SINCE February 1944 Bond Clothes has been sponsoring straightforward, clear-cut news reports tailored to fit the requirements of WMAQ's vast, yet discriminating audience.

Feeling that the need for accurate news reporting is more important than ever, Bond's has constantly maintained its schedule of fifteen minutes of news, seven nights a week at 11 o'clock. Recently returned from service, WMAQ's veteran newscaster, Myron Wallace, reports local and national news in a lucid style that has won him thousands of regular listeners in America's second largest market.

Year after year, high ratings testify to the effectiveness of forceful local features . . . and to the tremendous popularity of the NBC Parade of Stars. Year after year satisfied sponsors renew on WMAQ.

FIRST IN CHICAGO

WMAQ

50,000 WATTS 670 Kc.

Represented by NBC SPOT SALES

THE NATIONAL BROADCASTING COMPANY

WJPA *leads for daytime listening*

WJPA is mighty proud of its most recent survey . . . it proves very definitely that folks in the WJPArea are loyal to their 250 watter.

For during the day — WJPA holds up against some mighty powerful competition . . . and makes a pretty good showing at night pitting its 250 watts against 50,000!

More evidence why you should consider WJPA for complete coverage of this important industrial section of Western Pennsylvania.

	MORNING	AFTERNOON	EVENING
WJPA	**27.5**	**28.8**	**21.5**
Station "A"	12.6	17.7	22.2
Station "B"	22.6	12.5	7.9
Station "C"	15.7	9.3	8.4
Station "D"	19.4	28.6	37.7
Other	2.2	3.1	2.3

Total Calls 8350 Conlan Survey Nov. 25 - Dec. 1, 1945

REPRESENTED BY JOSEPH HERSHEY McGILLVRA, Inc.
NEW YORK · CHICAGO · SAN FRANCISO · LOS ANGELES

WJPA THE FRIENDLY GROUP

WASHINGTON, PA.
MUTUAL

WSTV WFPG
WJPA WKNY

CAB Fights

(*Continued from page 34*)

pendent stations now assigned these frequencies were granted the permission, which they have repeatedly requested, to increase their station power to 50 kw."

The brief stated that in spending money on new 50 kw AM transmitters, and in doing limited research work, the CBC will have to increase its sources of revenue, either through an outright Government subsidy, entering the publications field as the BBC has done profitably, increasing the radio listener's annual license fee (now $2.50), or embarking on an aggressive volume of network and spot advertising revenue. In the latter case, CBC would have to compete seriously with all established media, would have to bring in an increasing number of American network programs "to the unquestionable detriment of Canadian talent," would have less and less time available for public service programming, and would come under domination of large advertisers.

It was reported that since the Parliamentary Committee hearings began the CBC had issued a new rate card offering local advertising on its stations, a new venture, with special regional discounts which favored the large manufacturer with nationwide distribution, who would get a 20% discount on local CBC stations if he took time on all CBC stations. This would be an advantage which local independent stations could not offer.

None Trained

It was pointed out that under present legislation no Canadians are being trained in television, FM and facsimile. CBC is unable to direct energy or necessary funds into the development of these new channels for itself or for independent broadcasters.

Answering CBC statements that 85% of its programs are of Canadian origination, that 80% are sustainers and 20% are commercial programs, typical CBC weekly program orders were analysed to show that 20% of program time consisted of recordings from the United States which "can scarcely be called Canadian because they were used in Canada." It was also shown that in some regions the ratio of American commercial to Canadian programs was 2-1.

From standpoint of network broadcasting, it was pointed out that CBC had a monopoly in that field, that it turned over to independent stations a very small proportion of their card rates for network time after deducting line costs while CBC stations received full card rates. In some cases stations received more for single spot announcements than they did for quarter-hour commercial network programs.

From CBC figures it was shown that profits of about 400% were made by the CBC on the sale of network lines for commercial programs, since CBC controlled all lines in Canada, buying them from the wire companies on an annual basis. CBC's commercial inroads in eastern and western Canada with 50 kw stations, resulted in a number of independent stations being dropped from networks a year ago, was pointed out.

In announcing its recommendation for a Radio Appeal Board, the CAB pointed out that at present there is no appeal from rulings of the CBC Board of Governors. Stations can appear before this Board of Governors at which CBC officials are also present, state their case, answer questions, and then the board holds a session in camera with its officials to make a decision from which there is no redress, no chance for a rebuttal.

The brief suggested that in the public interest and the further progress of broadcasting development for the public benefit it would be well (1) "to let independent radio stations utilize their experience in actively aiding the early experiment, research and training in the fields of television and FM," and (2) "to leave whatever expansion may be necessary on present day facilities to the independent stations, letting CBC concentrate its funds and energies on newer developments, at the same time vigorously promoting the fullest possible use of Canadian talent."

Attending the session were most of the CAB Board of Directors and a number of other broadcasters, including N. Thivierge, CHRC; A. Gauthier, CHLT; Col. Keith Rogers, CFCY; Jerry Gaetz, CKRC; Frank Elphicke, CKWX; Harry Sedgwick, CFRB; Ken Soble, CHML; Lloyd Moffat, CKBI; Dick Rice, CFRN; Bert Cairns, CFAC; Phil Lalonde, CKAC; Ted Campeau, CKLW; Arthur Evans, CAB secretary; Harry Dawson, CAB engineer.

My Friends . . .

WMAL weekly show, "*As The Wheels Turn*" gave Washington, D. C., listeners a turn when a voice known so well to radio audiences was "heard" again by imitation. Ted Dunlap, WMAL staff announcer, was assigned to do an excerpt from a speech by the late President Roosevelt as a feature spot on the show. Among the calls received by the station following the broadcast was one from the sponsor to learn where a copy of "that Roosevelt record used on the broadcast" might be obtained!

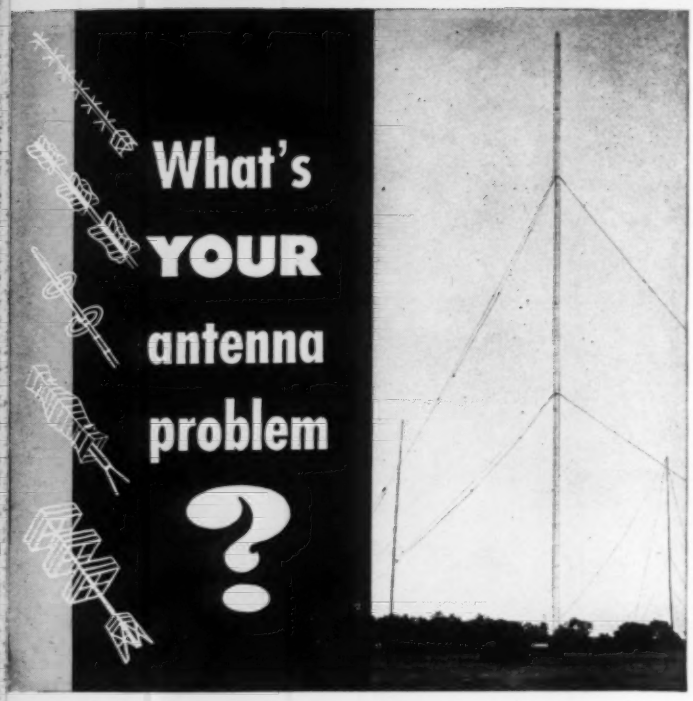
FIRST Raytheon Mariners Pathfinder radar, among latest of Raytheon developments, has been installed aboard the SS Drottingham of the Swedish-American Line.

Room for a Few More..

YE$, PANAMA CITY, FLORIDA, WITH IT$ POPULATION GROWING LIKE A BEAN$TALK, HAS ROOM FOR MORE BU$INE$$ – YOUR BU$INE$$! YOUR PROFIT$ WILL GROW WITH ...

WDLP
Panama City

A JOHN H. PERRY STATION IN FLORIDA



There's a structurally-sounder, SAFER answer in . . .

ideco
TRIANGULAR SECTION
towers

Whatever your plans call for in height, location or type of array, you'll find important advantages . . . complete assurance of safety . . . in IDECO triangular-section tower design.

For continuous service, high-frequency broadcasting, it is imperative that your antenna be operative at all times. Low-level emergency hook-up will not substitute.

Triangular towers retain their shape, regardless of the direction of wind loads. With no distortion, secondary stresses are avoided . . . actual loads in structural members are exactly as calculated. Wind resistance is cut to the minimum, reducing maximum load as much as 20%.

These are some of the reasons for the 100% safety record of IDECO Triangular-Section Towers. IDECO engineers, who have worked hand in hand with radio engineers since the start of broadcasting, will be glad to work with you in applying the basic safety principles of IDECO design to the solution of your problems. WJR 700-foot triangular tower shown above has been in continuous service since 1940.

IDECO Towers are supplied direct or may be ordered through any of the principal manufacturers of broadcasting equipment. Write for descriptive bulletin RT-46.

INTERNATIONAL DERRICK & EQUIPMENT CO.

850 Michigan Avenue • Columbus 8, Ohio

Sales Offices:

New York • Washington, D. C. • Dallas • Houston
Tulsa • Las Angeles

IDECO
ONE OF THE DRESSER INDUSTRIES

Delayed Action

TO SAY that the Bikini atom bomb tests had a slight effect on the public is a gross understatement as far as "Red River Dave," WOAI San Antonio cowboy singer, is concerned. Introducing the opening bars of the latest cowboy ballad, *Atomic Power*, on his morning broadcast, Dave's guitar strings snapped . . . and the instrument exploded!

Kramer to WJR

WORTH KRAMER, released from Navy where he served as communications officer, has been named program director of WJR Detroit. He replaces Charles G. Burke, who is now director of sales for WJR. Mr. Kramer was program director of WGAR Cleveland for several years, originating *Wings Over Jordan* while there.

Mr. Kramer

Before entering the Navy he was general manager of WGKV Charleston, W. Va., and president of the Kanawha Valley Broadcasting Co.

MacFarlane Is Awarded New Car by Veterans

IAN ROSS MacFARLANE, commentator of WITH Baltimore and WWDC Washington, is driving the first 1946 Chevrolet assembled at the Baltimore Chevrolet plant—a gift of Maryland war veterans.

Before the International League baseball game Tuesday night in Baltimore between the Orioles and Jersey City, Gov. Herbert R. O'Conor paid tribute to a "radio commentator who has had the interest of GI's at heart," then addressing Mr. MacFarlane, told him the war veterans of Maryland wanted him to have the first car off the Baltimore assembly line. A veteran drove the car to home plate and it was presented to the commentator.

Mayor Theodore Roosevelt McKeldin of Baltimore, the heads of the Shrine, B'nai B'rith and Knights of Columbus, who had sponsored the game, also spoke. Mr. MacFarlane, who has commuted between Baltimore and Washington by train daily, now plans to drive.

KSTT Dedicated

KSTT Davenport, Ia., held a dedicatory program Sunday, July 7, 4 p. m., in honor of the opening of the station. Studios are in the Davenport Hotel. Station is 250 w daytime, on 750 kc, and is owned equally by Hugh R. Norman and A. M. McGregor (50% owner of WJBC Bloomington, Ill.).

O'Dwyer Declares WNYC Will Be Kept

Denies Rumors That Station Will Be Sold Soon

RUMORS THAT WNYC, New York city-owned station, might go on the block were definitely quashed last week. In a statement to BROADCASTING, Mayor William O'Dwyer stated flatly that sale of the station was not contemplated.

The mayor said: "The municipal broadcasting station WNYC is an independent means of direct communication with the people. It will not be sold during this administration."

Questioned as to whether the station's operating budget would be increased, an administrative spokesman said he felt that such points would not be discussed or decided by the mayor until this fall.

The statement by Mr. O'Dwyer was his first definite remark he has made with regard to the future of WNYC since his taking office. Also Mr. O'Dwyer is known to feel that the present budget of $139,120 for 1946-47 is something less than satisfactory in view of WNYC's cultural and informational activities. It is expected also that in the fall the mayor will appoint a director of radio communications, a post that has not been officially filled since the resignation of Morris Novik, who left at the end of Fiorello LaGuardia's term as mayor.

Sale of the station has been the subject of speculation for a number of years. During the administration of Mr. LaGuardia, the Democratic majority in the city council and some of the Democratic members of the Board of Estimate repeatedly urged sale of the station. Often during the former mayor's tenure, he was accused of utilizing the facilities of WNYC for his own political advantage.

Known widely throughout broadcasting circles for its preponderance of public service and educational programs, WNYC, under the last city regime, attained great distinction in cultural presentations. Since Mayor O'Dwyer took office the same general policy has been pursued. Its most recent public service has been the broadcasting of the full proceedings of the Security Council.

O'Connell Honored

RAYMOND T. O'CONNELL, assistant supervisor of the NBC information department, New York, has been awarded the Croix De Guerre with silver star by General Charles de Gaulle for outstanding service in the liberation of France. Discharged this year as a captain, Mr. O'Connell also wears a Bronze Star with oak leaf cluster and ETO ribbon with five battle stars. He served as communications officer and headquarters battery commander of the 578th Field Artillery Battalion.

"ST. LOUIS SERENADE"

RUSS DAVID

"From the banks of the Mississippi"—to all corners of the nation—goes the music of Russ David and the KSD Orchestra each Monday evening, providing listening and dancing pleasure through NBC's "St. Louis Serenade." Russ David, musical director for KSD, is equally familiar with the most modern trends as with the ultra classics. He has appeared as piano soloist with the St. Louis Symphony, and his interpretations in swing are currently being featured by a commercial recording company. His own penchant for perfection is reflected in the effort of his men, and has made Russ David's music preferred listening for NBC coast-to-coast audiences as well as for KSD listeners in the St. Louis area.

KSD NBC AP

KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire. KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance. To sell the great St. Louis Market, use "The Combination that Clicks"—KSD-NBC-AP.

KSD

ST. LOUIS • 550 KC

Owned and Operated by the

ST. LOUIS POST-DISPATCH

National Advertising Representatives

FREE & PETERS, INC.

The Milwaukee Station

with

the Most Complete Coverage

of

★News

★Sports

★Music

WEMP is a Milwaukee Habit with MORE News, Sports, and Music than any other station

★

Don't sell WEMP short

Try a WEMP Plan and see how it sells

WEMP *Milwaukee*

AMERICAN BROADCASTING COMPANY

HUGH K. BOICE, JR.
General Manager

HOWARD H. WILSON CO.
National Representative

Charges FM Set Makers Are Impeding Development Probed by Justice Dept.

FOLLOWING indictment last week of four corporations and six individuals on charges of conspiring to fix prices and monopolize production and distribution of variable condensers, it was learned that the Justice Dept. is investigating FM set manufacturers to determine whether a conspiracy exists to impede development of FM broadcasting.

Attorney General Tom C. Clark on Tuesday announced that a Federal Grand Jury in Trenton, N. J., had returned a three-count criminal indictment against the following: General Instrument Corp., Abraham Blumenkrantz, its president, and Samuel Cohen, board chairman, all of Elizabeth, N. J.; Radio Condenser Co., Stanley S. Cramer, president, and Russel E. Cramer, vice president, Camden, N. J.; Variable Condenser Corp., Charles Hyman, president, and Nathan Hyman, vice president, Brooklyn, and Condenser Development Corp., Newark, patent holding company in which Messrs. Blumenkrantz, Cohen and the two Cramers were officers and directors.

The indictment had no connection with a request by Sen. Glen H. Taylor (D-Idaho) that the Justice Dept. Antitrust Division investigate the status of FM set manufacture [BROADCASTING, July 1]. It was pointed out, however, that since the defendant firms controlled more than 75% of the manufacture and distribution of variable condensers, the case might affect the manufacture of FM as well as AM sets.

In a letter to Senator Taylor, Attorney General Clark said his department was watching the New Jersey case and would determine whether it had any bearing on the delay of FM sets.

"This case is important in the Justice Department's program to eliminate restraints impeding reconversion of important industries from wartime to peacetime production," said Mr. Clark. "The variable condenser industry, although not to be classed as a basic industry, supplies a device without which the radio receiving set industry would be paralyzed."

The indictment charges the four firms together produce and sell more than 75% of the total production of variable condensers in the U. S. Wendell Berge, Assistant Attorney General in charge of the Antitrust Division, said the indictment charges that the effect of the conspiracy has been to give the defendants "almost complete control and domination over the variable condenser industry."

"By carrying out the conspiracy, the defendants have restricted the industrial capacity in the United States for the manufacture of variable condensers, both at present and during wartime, when variable condensers were an important military item in critical supply," said Mr. Berge. "The defendants by their acts have impeded reconversion by the manufacturers of radio sets from wartime to peacetime production, and have contributed substantially to an existing serious shortage of radio receiving sets for home use."

Worth Rowley and Brooke Armat, special attorneys in the Washington office, Antitrust Division, have charge of the case, which is under supervision of Edward P. Hodges, chief, and Victor H. Kramer, assistant chief, Complaints & Small Business Section, Antitrust Division.

Radio Manufacturers Assn. had no comment on the indictments. Membership list of the RMA shows that the General Instrument Corp. and Radio Condenser Co. are members but that Condenser Development Corp. and Variable Condenser Corp. are not.

TELEVISION REALITY LAUDED BY POPPELE

TELEVISION provides a "sense of reality" which no other medium provides, J. R. Poppele, president of Television Broadcasters Assn. and vice president and chief engineer of Bamberger Broadcasting Service, told the New York Exchange Club last week when he was speaker at a luncheon meeting.

In the field of special events, television, an unedited, discerning medium, brings its viewers an honest account of what is going on, he said. The telecast of the Louis-Conn title fight, for example, showed the bout for what it was exactly, he said, while other media, subject to editorializing, failed to impart a completely real account of it.

As another example of television's adherence to reality he cited the telecast of Lincoln Day ceremonies in Washington. General Dwight Eisenhower, after initially placing a wreath on Lincoln's statue, was asked by still and newsreel cameramen to repeat the performance for better pictures. Television caught that little foible in the ceremony, while other media, after editing, showed the General placing the wreath only once.

Mr. Poppele told members of the club that the expansion of television depended upon the distribution of receiving sets. Although only about 10,000 are in use now, he said, it was estimated that there would be 100,000 by the end of the year.

MOTORISTS caught in the Fourth of July week-end traffic jam were kept posted on traveling conditions by WNYC New York on July 7 from 1:55 p.m. until 11 p.m., during the station's regular hourly news period. The station reported the easiest routes into New York City, checking constantly with the Port Authorities, tunnels, bridges, and with the Police Department's observation plane, which was in operation for the first time since the beginning of the war.

FOUR (out of five)

leading department stores

choose

WGAR

in Cleveland

The Halle Bros. Co.

Taylor's

The MAY Company

The BAILEY Co.

These retail neighbors know their way around Cleveland radio. They buy more than two hours daily over WGAR. Specially-built programs . . . PLUS wide-awake promotion . . . PLUS listeners who have a high regard for "Cleveland's Friendly Station" are paying off for those who use this station.

National advertisers are in good company when they advertise on WGAR.

Free Speech Mike says:
"Sales mean production . . . and production will keep America great."

Edward Petry & Company, Inc.,
National Representatives

Entire WLIB Schedule Given to Peace Programs

THE entire broadcast schedule of WLIB New York on July 14 was devoted to programs built around the battle for peace and progress made toward world harmony since the end of World War II. Entitled "Operation Peace," the programs covered problems facing the world.

Among special programs heard were *Mighty Gadgets*, a discussion which featured Sen. Brien McMahon (D-Conn.), Chairman of the Senate Atomic Energy Committee, and Dr. Pierre Auger, French Director of High Education and alternate delegate to the UN Atomic Energy Commission, on the atom bomb, jet propulsion and other war-born developments.

Will Rogers Jr., former California Congressman, spoke. A comparison of the aims and results of the two wars by veterans was discussed.

WE THINK it's funny—That's the only reason the editors have for running this zany view of Bob Sweeney (l) and Hal March, who write as well as perform on the new CBS Friday comedy series *Sweeney & March*.

All-Negro Opera Group Starts Series on WNEW

AN ALL-NEGRO Opera company, started a weekly series of the best known classical works ranging from "Pagliacci" to "The Mikado," on July 14, on WNEW New York, Sunday, 5-5:30 p. m.

The presentation is a continuation of the American Negro Theatre which has been heard each Sunday on that station presenting weekly radio plays for which it was awarded numerous citations.

Produced by Ted Cott, director of WNEW programs, in association with Abram Hill, director of the American Negro Theatre, the programs will be directed by Jack Grogan, WNEW production manager, with Ira Knaster adapting the librettors. Operas will be condensed with English dialogue replacing recitatives. In all cases the arias will be sung in their original languages.

Short Circuit

IT WAS a 1,000,000-to-1 chance, but it happened to KDTH Dubuque, Iowa, just the same. Transmission lines from the station's Dubuque studios pass via cable under the Mississippi River to its transmitter in East Dubuque, Ill. A steamboat ignored markings on its navigation charts and dropped anchor precisely in the wrong place, snapping KDTH's cables and disrupting communications from Iowa to the Illinois side of the river. The station immediately began transcribing all programs from Mutual and for the rest of the day a three-car shuttle service carried the discs to and from the transmitters where all programs were originated until late evening. Temporary service was restored later by overhead power lines which cross a railroad bridge.

Toni Delays

PLANS TO SPONSOR a quarter hour program over CBS have been delayed, at least temporarily, by Toni Co. (home cold wave kits) St. Paul, Minn., as a result of disagreement over proposed advertising policies with its agency, J. Walter Thompson Co., Chicago. R. Neison W. Harris, president of the cosmetics company also announced the appointment of Foote, Cone & Belding, Chicago, to handle its national advertising, effective July 9. Leo Rosenberg, of the agency, will act as account executive. Toni recently signed with CBS Pacific Network for sponsorship of *Meet the Mrs.* Monday, Wednesday and Friday, 1:45-2 p. m. (PST), over 20 PN stations. All radio for the account will be handled by Stu Dawson, radio director of FC&B's Chicago office.

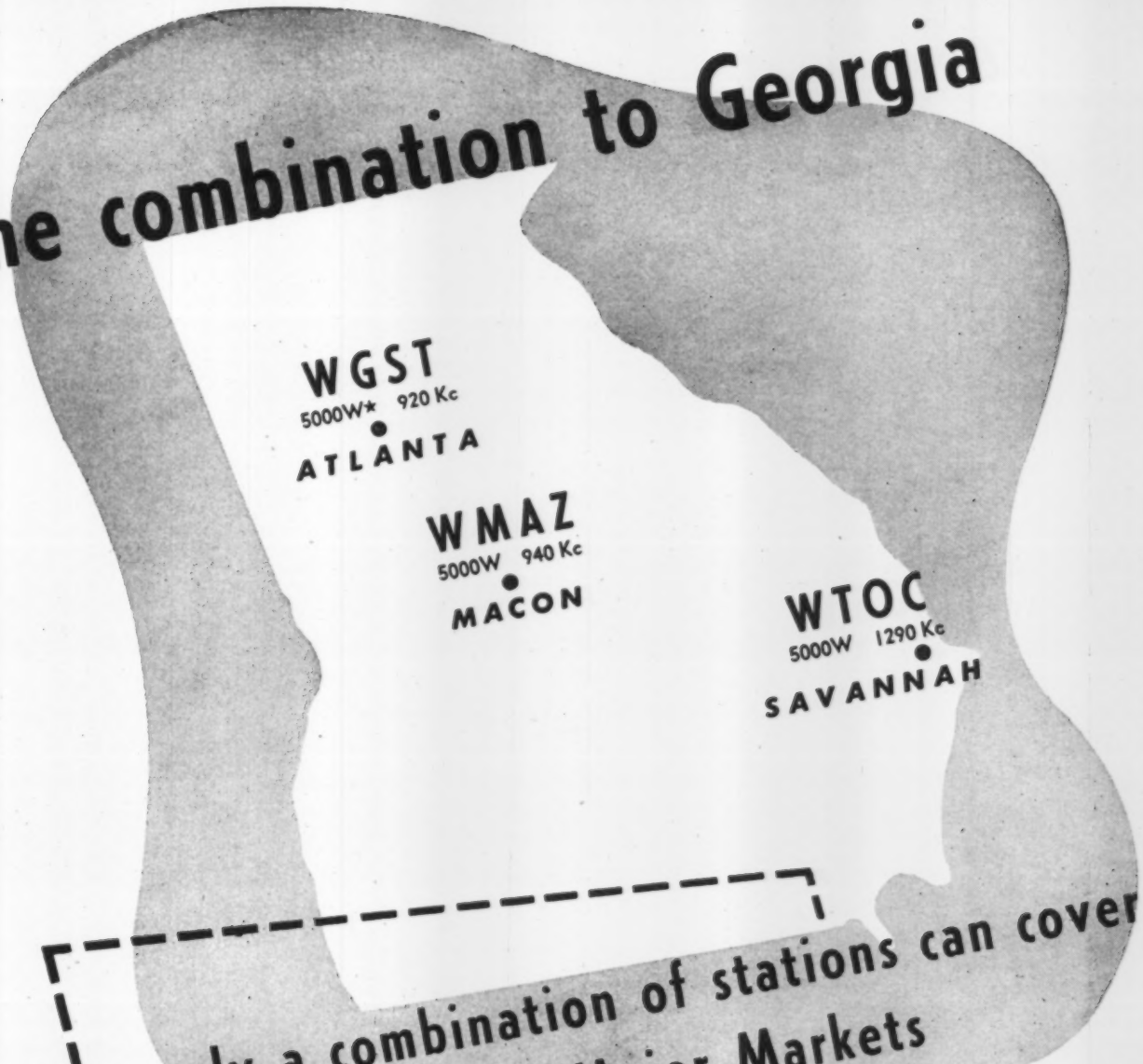
New Grant Co. Set-up

WEST HOLLIDAY Co., San Francisco, publishers' representatives, has acquired minority stock interest in W. S. Grant Co., San Francisco station representatives. New set-up will permit former firm to correlate radio with its newspaper clients. W. S. Grant remains president of station representatives concern with Robert P. Holliday vice president and Arthur W. Stypes secretary-treasurer. Paul A. West will serve with the mentioned three on board of directors.

HENRY MORGAN, star of the WJZ New York participation program "Here's Morgan," Monday-Friday, 6:45-7 p.m. today (July 15), is auditioning a half-hour evening network show for ABC. Program will be of a variety nature with Mr. Morgan as comedian. Also effective today, Mr. Morgan goes on vacation for four weeks and his program will be replaced by "Great Scott," who will continue the same format of the "Here's Morgan" series.

KFAB OMAHA
INSTALLS THREE POSTWAR
TRUSCON RADIO TOWERS!
First in the long list of Truscon installations to follow the war is the new directional system consisting of three 435 foot towers for the 50 Kilowatt KFAB station, which blankets Omaha and surrounding territory.
Truscon Radio Towers dot the American landscape. Tall or small . . . AM or FM . . . every type of radio tower need is met by Truscon engineering and manufacturing services.
Truscon Radio Towers are triangular in cross section and are built entirely of heavy steel members with most shop assembled connections made by means of electric arc-welding.
If you contemplate FM broadcasting, your radio tower facilities will undoubtedly have to be modified. Perhaps you will require a new and higher tower to adequately serve your needs.
Experienced Truscon engineers will be glad to help solve your radio tower problems of today and tomorrow.
Manufacturers of a Complete Line of Self-Supporting Radio Towers . . . Uniform Cross-Section Guyed Radio Towers . . . Copper Mesh Ground Screen . . . Steel Building Products.
TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO • Subsidiary of Republic Steel Corporation

the combination to Georgia



only a combination of stations can cover Georgia's Three Major Markets

NO SINGLE STATION, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

But the GEORGIA MAJOR MARKET TRIO, consisting of the three C B S stations in these three markets does the job

—at one low cost

all CBS—available at combination rates

the GEORGIA MAJOR MARKET TRIO

Represented by THE KATZ AGENCY, Inc.

★ 1000W AT NIGHT

ABC Contest Winners

NATIONAL WINNERS of the local promotional competition in connection with the Tom Breneman-Hedda Hopper hat contest, has been announced by John Masterson, manager oy the ABC *Breakfast Club*. Two first prizes of $250 wrist watches went to Fred K. Augsburg, program manager of WLAP Lexington, Ky., and K. Kopp, program manager of KWNO Winona, Minn. Watch prizes were given Bill Traum, program manager, WROK Rockford, Ill.; Bob Laws, promotion manager, KGO San Francisco; Jack Gross, manager, KFMB San Diego; R. Sanford Guyer, manager, WBTM Danville, Va.; Mrs. Zaida Porter, program manager, KGFF Shawnee, Okla.; V. Hamilton Weir, station manager, WLEU Erie, Pa.; Edgar Sweet, program manager, WFPG Atlantic City; Elizabeth M. Claire, KXEL Waterloo, Ia.; and Edward E. Bishop, general manager, WGH Newport News, Va. Contest was for ABC affiliated stations.

Big Deal

WHEN a client pays $6500 to close contract that's news. Yet that's what happened when Central Broadcasting Administration of China paid sum in postage to inform Howard C. Brown Co., Hollywood, of exclusive American representation. In American money it's $2.80.

A FOUR-BAY type, 50 foot shortwave antenna, designed to increase the power of WGNB, Chicago Tribune FM station, two and a half times, was placed in the Tribune Tower June 30.

WFIL School Programs Are Given High Ratings

THE RADIO DIVISION of the Philadelphia Public Schools recently reported that WFIL Philadelphia educational programs are the overwhelming favorites for classroom listening and instruction in the public schools.

Out of 13 programs prepared for use in schools by local stations, the five educational shows in WFIL's Studio Schoolhouse rated first, second, third, fourth, and sixth in classroom audiences.

The *Studio Schoolhouse* is produced by WFIL's educational director, Edmund Dawes, in cooperation with the Philadelphia Public Schools and presented each weekday afternoon throughout the school year.

BOOSTER station of WWDC Washington has been increased from 100 to 250 w by FCC. Construction is underway.

RED BARBER NAMED CBS SPORTS CHIEF

WALTER LANIER (Red) BARBER, veteran sportscaster currently doing the Brooklyn Dodgers games on WHN New York last week was appointed CBS Director of Sports succeeding Ted Husing, whose contract expires Aug. 8. Mr. Husing will continue sportscasts on a freelance basis.

Red Barber

James Dolan former assistant to Mr. Husing has been named CBS Associate Director of Sports. Mr. Barber will continue his broadcasts for P. Lorillard Co. (Old Gold cigarettes) through the 1947-48 seasons in addition to his new duties. With CBS he will be heard on the air and will set up a comprehensive sports program, including the "cream of sports broadcasts in the future," said a CBS announcement.

Mr. Barber began his radio career on WRUF Gainesville, Fla. in 1930 while attending college. He joined WLW-WSAI in the spring of 1934 and for six seasons broadcast the Cincinnati Reds' games on WSAI, as well as football on WLW. In 1939 he went to New York, describing the Dodgers games on WOR and New York Giants games on alternate Sundays. He described the first professional baseball telecast in 1939 and the first professional football game on video in 1941.

Mr. Barber has described nine World Series, four all-star baseball games and five Army-Navy football games.

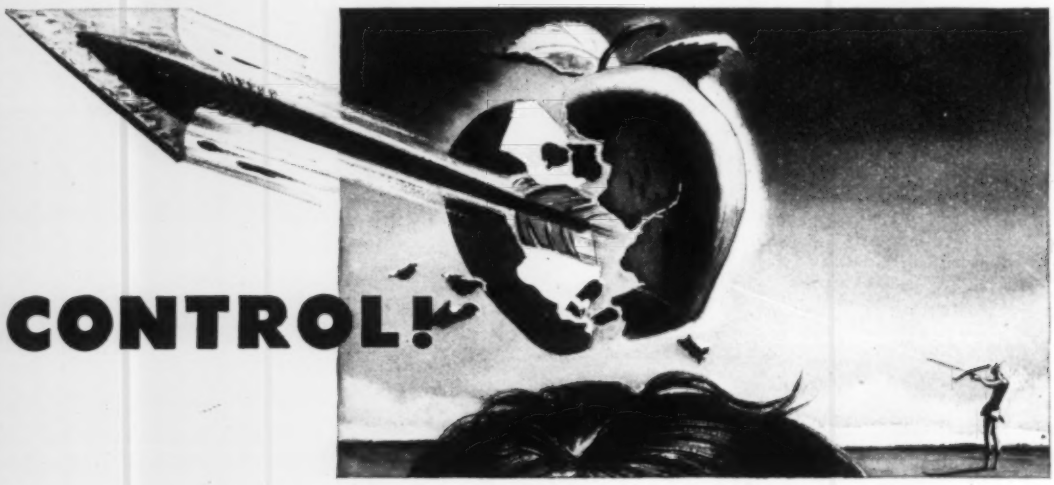
Central Division Adds Five ABC Originations

WITH 15 of of ABC's programs originating from its Central Division in Chicago, Gene Rouse, ABC Central Division program director has scheduled five new progams in the past two months.

These include *Esquire Sports Review*, Tuesday, 9-9:30 p. m. CDT. *Stump the Authors*, Sunday, 3-3:30 p. m., CDT; *How Do You Pronounce It?* Thursdays, 7:30-8 p.m. CDT; *George Barnes Octet*, Mondays through Fridays, 12:45-1 p. m. CDT; and *At Your Request* featuring Boice Smith, tenor and orchestra, Mondays through Thursdays 11:30 a.m.-12 noon CDT.

In addition to the new programs, ABC's Central Division also originates *Breakfast Club, Hymns of All Churches, Our Singing Land, ABC's Fine Arts Quartet, Club Time, Quiz Kids, Junior Junction, Wake Up and Smile, Chicago Serenade* and *Music by Maupin*.

A NEW 250 w station has been licensed to C. R. MacIntosh, publisher of the weekly North Battleford News, at North Battleford, Sask. Station will operate on 1240 kc.



Only MOTION PICTURES give you Control
—Showmanship Control vital on TELEVISION programs

Only Film can guarantee: perfect lighting—absolute focus—flawless dialogue.

Only Film can make possible: repeat performances of uniform quality—identical selling messages—selective marketing.

Only Film eliminates: costly rehearsals — telephone line charges—time zone differentials.

Now available for sponsorship . . . Two exclusive Telereel Series. In 13, 26 or 52 week installments.

Write for details and arrange for private screening.

Send for booklet:
"Film—The Backbone of Television Programming."

TELEVISION RKO CORPORATION

In Television . . .
Film removes the question mark!

RKO TELEVISION CORPORATION

Dept. BG2. 1270 Avenue of the Americas, New York 20, N. Y.
A Radio-Keith-Orpheum Corporation Subsidiary
**Copyright U. S. Pat. Off.*

The Boston Globe

AND

WCOP

join to serve Boston with daily newscasts and special events over WCOP's powerful new 5000-watt transmitter

With ten times more power, WCOP now brings ABC network and Boston's favorite local programs into every corner of the Greater Boston area — the third richest market in America.

Put this new power to work for you. WCOP backs your advertising with Boston's liveliest merchandising service — and you'll benefit from the publicity which is daily calling Boston's attention to WCOP's new power.

Rates and availabilities from any Katz office.

WCOP Boston

A Cowles Station
Exclusive American Broadcasting Company Outlet in Boston

Broadcasters:

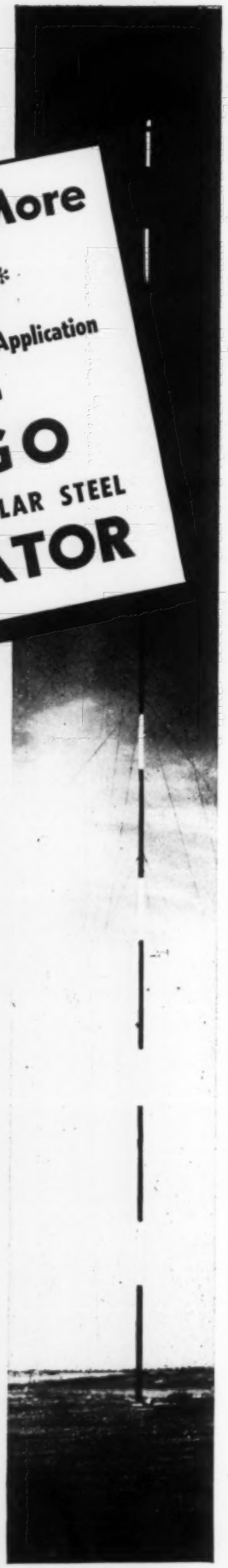
You'll Get More Results*

if you write your FCC Application around a

LINGO

VERTICAL TUBULAR STEEL

RADIATOR



When You Specify LINGO

You Are Assured of

LOW MAINTENANCE

PEAK PERFORMANCE

INSURED STABILITY

You'll always be glad you installed a Lingo Radiator . . . because Lingo will back up your investment by providing you with a tried and proved antenna system to meet your specific requirements with maximum efficiency at a minimum of cost and maintenance. Remember, *only* Lingo offers you these "6 Extras" at no extra cost:

*1. **Moderate Initial Cost**
2. **Optimum Performance**
3. **Low Maintenance Cost**
4. **5 Years Insurance**
5. **50 Years Experience**
6. **Single Responsibility**

WRITE FOR ENGINEERING ADVICE

The services of our consulting engineers are available to you on such pertinent problems as proper radiator height, ground systems, performance expectations, etc. In writing, please indicate location, power and frequency proposed.

JOHN E. LINGO & SON, Inc.

Est. 1897 **Camden, New Jersey**

MANAGEMENT

JOHN L. BARNES, WGAC Augusta, Ga., office manager and bookkeeper, has resigned to take up duties as vice president and manager of new Elberton, Ga. station.

EDWIN BUCKALEW, CBS western station relations director, is on three week trip visiting affiliates in Oregon, Washington, Montana and Nevada.

IRVING F. TEETSELL has been appointed assistant general manager of WFPG Atlantic City.

ROBERT B. HUDSON, CBS associate director of education, July 10 addressed the Emory U. Workshop for Teachers, Atlanta, on "The Use of Radio in Schools." The following day he addressed the Virginia State Teachers Conference in Williamsburg, on "Communications Are Basic to Democracy."

LEWIS ALLEN WEISS, vice president and general manager of Don Lee Broadcasting System, Hollywood, and Mrs. Weiss, accompanied by their daughter, Mrs. Patsy Hart, will leave aboard the S. S. Matsonia on a four week Hawaiian Islands vacation on Aug. 1. This will be his first vacation in five years.

JACK K. COOKE, president of CKEY Toronto, and **ROY H. THOMPSON**, owner of CFCH North Bay, CJKL Kirkland Lake, and CKGB Timmins, Ont., are directors of Skyway Drive-in Theatres Co. Ltd., first outdoor moving picture chain in Canada.

HY STEED, manager of WLAV Grand Rapids and the Wolverine Network, has been honor guest in the last few weeks at the Michigan State Lions Club Convention, the Optimist Club and its Lake Michigan cruise and at a civic meeting for the Grand Rapids Chicks (professional girls baseball club).

A. L. ASHBY, vice president and general counsel of NBC, has been reappointed chairman of the Communications Committee of the New York County Lawyers Assn. for 1946-7.

JAMES R. KNOX, account executive of Ruthrauff & Ryan, Toronto, has been elected president for 1946-47 of the Radio Executive Club of Toronto. Other officers elected were **SPENCE CALDWELL**, All-Canada Radio Facilities, vice president; **SYD LANCASTER**, Radio Representatives, secretary; **TED RUTTER**, Horace N. Stovin & Co., treasurer. Directors elected were Past Presidents **HARRY E. FOSTER** of Harry E. Foster Agencies, and **C. W. WRIGHT**, station representative. Committees include **R. E. McGUIRE**, National Broadcast Sales (speakers); **ANDY McDERMOTT**, Horace N. Stovin & Co.; **A. R. TIDY**, Harry E. Foster Agencies, and **HARRY SAYERS**, "Marketing" (publicity); **HAZEL KELLEY**, Stevenson & Scott; **DOREEN DUNLOP**, Young & Rubicam (membership).

Mr. Knox

Engstrom on Trip

E. W. ENGSTROM, vice president in charge of research, RCA Laboratories division, RCA, on Aug. 10 sails from New York aboard the *Gripsholm* as a member of the Scandinavian research and industry tour, sponsored by the Royal Swedish Academy of Engineering Research. The tour has been arranged to provide research and industrial executives of the U. S. with views of technological, industrial and management advances in Scandinavian countries with the objective of opening a two-way flow of scientific information across the Atlantic. The group will return to this country Sept. 17.

Upcoming

July 15: Resumption of Clear Channel Hearings, FCC Hqtrs. Washington, D. C.

July 15-16: NAB Music Advisory Committee, Waldorf-Astoria, New York.

July 15-16: Engineering Conference on Broadcast Standards, FCC Hqtrs., Washington, D. C.

July 15-19: Music Merchants Show, Palmer House, Chicago.

July 15-Aug. 4: Second Radio Summer School, KFBK Sacramento.

July 16: RMA Subcommittee Meeting on tentative plans for National Radio Week in 1946, Chicago.

July 17-18: Freedom of Radio Committee, Waldorf-Astoria, New York.

July 22: NAB Engineering Executive Committee, Washington.

July 25: Opening of six-week course of NBC-Northwestern U. Summer Radio Institute.

Aug. 3-4: NAB Board Finance Committee, Hotel Stanley, Estes Park, Colo.

Aug. 5-6: Western Assn. of Broadcasters (Canadian) Annual Convention, Harrison Hot Springs, B. C.

Aug. 6-8: NAB Board of Directors, Hotel Stanley, Estes Park, Col.

Aug. 12-13: NAB Employe-Employer Relations Committee, Washington.

Sept. 9-10: NAB Small Market Stations Executive Committee, Washington.

TWO MORE LEAVING R&R FOR NEW FIRM

TWO MORE Ruthrauff & Ryan executives are leaving to join the four who resigned a fortnight ago to form a new agency.

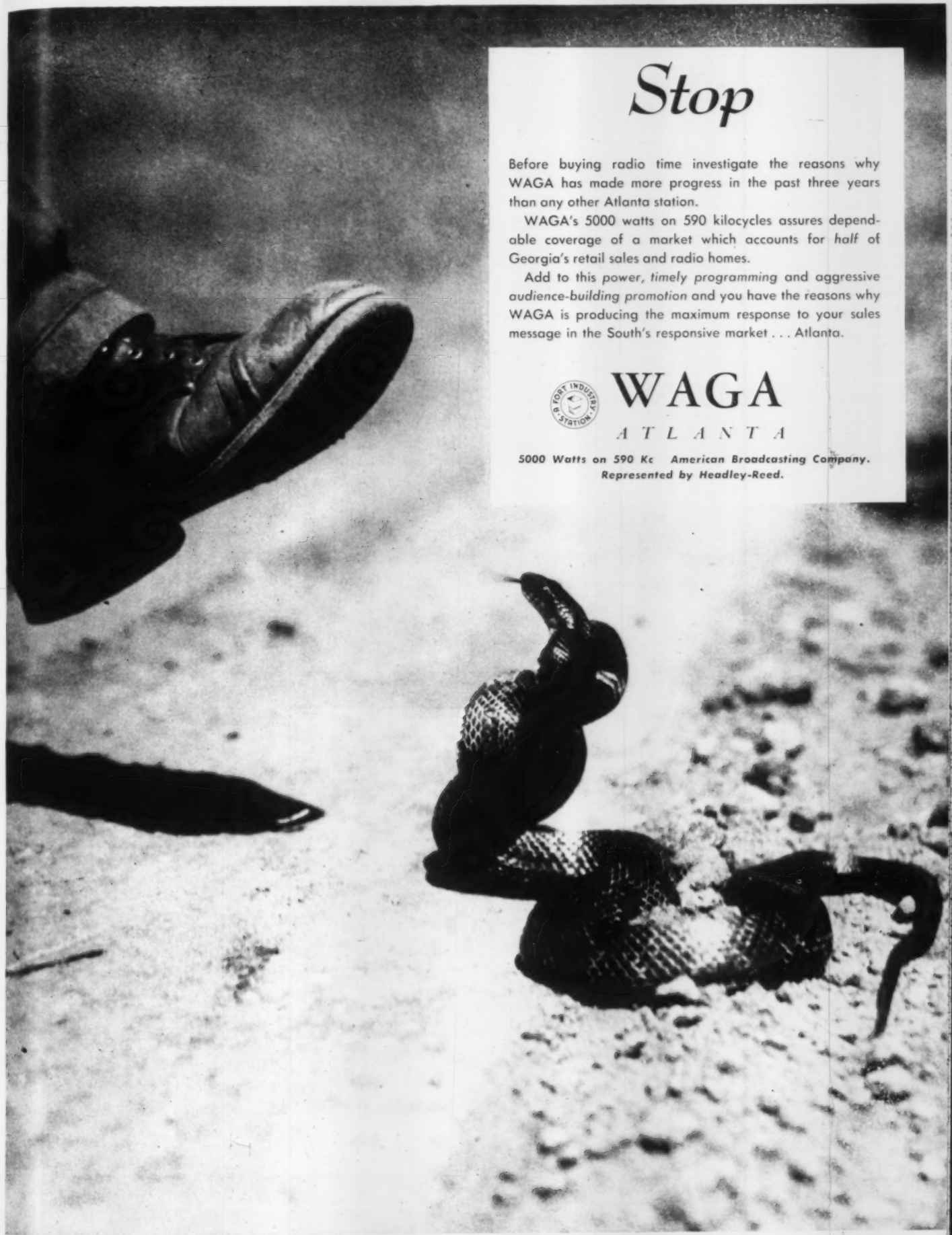
John J. Van Nostrand, program supervisor of Ruthrauff & Ryan, has resigned to join Sullivan, Stauffer, Colwell & Bayles as west coast manager in charge of the Hollywood office. The agency expects to open that office sometime in August. Phil Cohen, head of daytime programs for Ruthrauff & Ryan, is reported to be joining SSCB sometime in July.

The agency, which formerly announced its name as Sullivan, Stauffer & Bayles, has changed it to Sullivan, Stauffer, Colwell & Bayles with the affiliation of Robert Colwell [BROADCASTING, July 1]. Mr. Colwell was formerly chairman of the planning board of J. Walter Thompson Co.

ABC Fight Rating

AUDIENCE for the Louis-Conn fight broadcast was said to be 45,000,000 by the research department of ABC. In its issue of June 24, BROADCASTING erroneously attributed this figure to a special C. E. Hooper Inc. survey.

WINNER of WSB Atlanta Bop Hope Search for Talent Contest is Mary-Margaret Price, a tall blonde chosen from 150 contestants. She sang with Bob Hope when he made a personal appearance in Atlanta July 1, and she will be considered as replacement for Frances Langford.


Stop
Before buying radio time investigate the reasons why WAGA has made more progress in the past three years than any other Atlanta station.
WAGA's 5000 watts on 590 kilocycles assures dependable coverage of a market which accounts for half of Georgia's retail sales and radio homes.
Add to this power, timely programming and aggressive audience-building promotion and you have the reasons why WAGA is producing the maximum response to your sales message in the South's responsive market . . . Atlanta.
WAGA
ATLANTA
5000 Watts on 590 Kc American Broadcasting Company.
Represented by Headley-Reed.

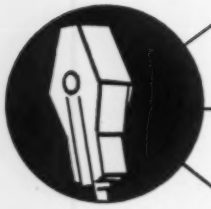
4 markets it pd

WGAL
LANCASTER, PA.

WORK
YORK, PA.

WKBO
HARRISBURG, PA.

WRAW
READING, PA.



NBC

MUTUAL

ays to consider

A Profitable Buy — This progressive station reaches a rich industrial and agricultural area. It assures advertisers excellent results because of proved listenership, developed by its top-flight network shows and effectively planned local programs.

Reaches a Sales-Rich Market — Here are many large, well-known industries and a rich farming countryside. Your product advertised over WORK reaches the prosperous greater York market which offers you excellent possibilities for product sales.

Sales Results at Low Cost — Harrisburg, capital of Pennsylvania. Extensive industry and State and Federal employment payrolls assure steady employment. Residents enjoy a higher-than-average income. It pays to present your advertising story in this market.

Reaches a Thriving Market, Economically—Reading is a thriving manufacturing city located in the heart of fertile farming territory. Its consistent prosperity makes it a wise and economical buy. WRAW reaches this market for you effectively, economically.

Investigate these Eastern Pennsylvania "Profit Buys"

Editorial

Trifling With TNT

RADIO, 'tis said, has a crisis daily. Last week the NAB held a half-dozen separate committee meetings to grapple with as many separate problems running from highly technical allocation factors to how to make programs better.

There's one problem, programwise, that warrants immediate attention—and action. It isn't one in the rarified and controversial area opened by the Blue Book. It is one directly and specifically covered by the Communications Act of 1934 in Section 316 thereof. It relates to lotteries and games of chance over the air. It makes them a penal offense, just as the postal regulations bar them in the mails.

New attention is focused upon such programs because of the revival of the *Pot O' Gold*, to begin Oct. 1 over ABC under sponsorship of Lewis-Howe Co. for Tums—the original 1939-41 sponsor. It was this program which in 1940 led the FCC to ask the Dept. of Justice to prosecute under the lottery clause. The Attorney General decided not to prosecute, presumably because he thought it was a borderline case. But he did not conclude it was legal.

Legal or no, it is foolhardy for stations or networks to venture dangerously close to infraction of established law. The *Pot O' Gold* is simply a symbol. Former FCC Chairman James Lawrence Fly, who sought Dept. of Justice action in 1940, has been retained by the Lewis-Howe agency, Roche, Williams & Cleary, for the obvious purpose of ensuring a program format that will skirt the anti-lottery clause. Mr. Fly is a skillful lawyer and it may be assumed he will exert every effort to root out the "chance" or lottery elements.

Nevertheless, any type of money give-away program—local or nationwide—which has as its theme the requirement that the listener hear the particular program and be available for contact by phone through random selection of the phone number, constitutes bad radio. It *is* borderline lottery. There's no element of skill involved.

The anti-lottery law may be ill-advised. But it is the law. And it is an integral part of the radio law. It isn't a case (as is the Blue Book) of arrogation of power not specifically set out in the law.

Pirating of audience through appeal to gambling instincts, in our judgment, doesn't build prestige for radio. Before the war money give-aways became rampant. They are on the uptrend today. They can divert a substantial portion of the audience to "grab-bag" listening habits.

We think the leadership of radio would be well-advised to institute immediate steps to root out the money give-away before the infection spreads. It's a job that should be done by the NAB. If it isn't then expect the FCC to move in again, but this time through license renewal proceedings.

Britannia Waves the Rules

BRITAIN'S Labor Government, which has been hailed as the harbinger of what might happen here, is taking a turn at radio. Through a White Paper, it proclaims extension of BBC's charter as a Government monopoly, but for five, rather than 10 years.

At the same time, the Government shows its teeth to all commercial radio. It even implies penalties against British advertisers who buy time on non-British stations which can be heard in Britain. There's talk of jamming the incoming broadcasts from the revived "American Plan" stations in Luxembourg, Normandy and a half-dozen other prospective locations. These stations, prewar, were the most popular in the Isles. The British appetite was whetted further when the American Forces Network stations broadcast to our occupation forces throughout the war.

The spectacle of Winston Churchill, now leader of the minority, debating the radio issue with Herbert Morrison, majority leader of the Labor party, was one which might well have its counterpart in our own House of Representatives. Mr. Morrison said that in Free Britain people can listen to what they like, but that the Government would like to limit what can be heard. He denied, in answer to Churchill, however, that a "restraining force" would be exercised, but pointed out there was a certain amount of "jamming" of incoming broadcasts during the war presumably to impede unwanted reception.

The hand of the BBC has reached into Canada, where a Parliamentary Committee currently is seeking to place increased restraints upon commercial stations and strengthen the nationalized system through absorption of all 50,000 w and clear channel outlets. There is open collaboration between Canada's CBC, which is both the regulatory body and the principal operating entity, and the FCC. The FCC's Blue Book on programming is a key Government exhibit. Remember too, that Charles Siepmann, who helped write the Blue Book, was a former program director of BBC in London.

BBC wants to exclude commercial programs from its people's ears. But it also aspires to rule the airwaves worldwide. It refused to collaborate with France's Radiodiffusion unless it adopted a "nationalized" or noncommercial system. The same happened with other continental satellites dependent upon her for programs and equipment. Its international shortwave transmissions are the most extensive in the world. It has an organization in the United States diligently engaged in aligning stations to carry its programs.

The British people are entitled to the kind of radio they want. The NAB or the American networks do not maintain organizations in Britain for the purpose of inducing acceptance of our method of programming or operation.

Could it be that Britain, no longer the supreme sea power in this day of air transportation, looks to the radio waves to retrieve its prestige in the world's foreign trade?

Our Respects To —

JAMES LINCOLN STIRTON

THE BEST sales talk James Lincoln Stirton ever delivered was when he sold himself to Mark Woods, assistant treasurer of NBC, in 1929. Jim Stirton, "a young high school punk" as he puts it, sold Mark Woods on the idea that NBC could save money by hiring him to work in the mailroom from four o'clock until closing. The network had been paying overtime rates to the mailroom staffers who worked after four.

NBC hired him on June 15, 1939 and some say from that day on NBC started making money. At least the Stirton mailroom plan was found to save a few pennies a week. Now at 33, Jim Stirton is saving a few pennies himself as assistant to the vice president of ABC Central Division.

A few days after his graduation from Stuyvesant High School, Manhattan, in January 1930, he was transferred to NBC Artists Service as a booking clerk. In 1933 Jim Stirton approached Daniel S. Tuthill, assistant general manager of the Service, to request a promotion to the sales department. Mr. Tuthill reminded him that he was only 20 years old and had no selling experience. Then came that familiar question . . . "But how do I get it?"

Fortunately Dan Tuthill had an answer. He recommended Jim Stirton to a friend, who hired him to sell hand duplicating machines. Selling the machines by day (commission basis) and working for NBC at night, taught him selling the hard way.

Lingering in outer offices, he began to catch on to a few "pre-selling" tricks. He would see salesmen breeze past the switchboard to the inner offices—tossing off the receptionist with a casual, "Oh, it's all right."

Mr. Stirton tried the new approach on his next call to a clothing company. He dashed through the outer office into a large room where people were busily cutting material. No one paid any attention to the handsome young salesman with all the paraphernalia.

With cold feet he set up his machine on an empty table and began running off sheets from a sample stencil prepared especially for the company. After turning out about 25 sheets (the cost of the paper went to the salesman, incidentally) someone finally asked what he was doing. At last someone was interested! "Someone" was the manager, and Jim Stirton sold him a machine and a slew of stencils.

Before long he was earning twice as much selling mimeograph machines as he was from NBC. But the strain of two jobs was affecting him, so he was forced to choose between the jobs. He probably would have selected the machines if it hadn't been that Mr. Tuthill

(*Continued on page 54*)

"COME 'N GET IT..."

Farmers asked for it... HERE IT IS!

Three independent surveys conducted among KOIN's Pacific Northwest farm neighbors showed overwhelming preference for noontime listening. To quote: "... give us news of the day, farm bulletins and entertainment." So ... KOIN scheduled COME 'N GET IT, 12:15 to 12:30 p.m. daily, following the popular and long established NOON NEWS. This offers a solid half-hour block of the noontime listening asked for by our farm friends. Built around the great rural popularity of RED'S GANG with its refreshing Western entertainment, COME 'N GET IT features timely informative farm bulletins by Luke Roberts and latest weather news by the Weather Man—in person—from the U.S. Weather Station.

KOIN

A *Marshall Field* STATION

PORTLAND OREGON

CBS

LEWIS H. AVERY, Inc., National Representative

Respects

(*Continued from page 52*)

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He joined the Marines as intelligence officer in June 1944 and spent 10 months overseas. He returned in December 1945, a much sought after executive, but returned to ABC where he was offered his present post as assistant to E. R. Borroff, vice president and general manager of the Central Division.

It was during his reign as ABC program manager that Jim Stirton found his greatest discovery — a beautiful young actress, Marguerite (Muggs) Ossanna, who became Mrs. Stirton Dec. 11, 1943. They have a daughter, Leadell (Sunny), 1 year, and another heir is expected in November.

In the hobby department he lists reading autobiographies, golfing and swimming—and many a radio man with an empty wallet can vouch that he's one of Chicago's best gin rummy players.

Airborne Fax

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Both construction and field studies will be directed by Phillip B. Laeser, FM television engineering supervisor, and Edwin L. Cordes, chief construction engineer.

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When you buy CBS be sure you get KERN
BAKERSFIELD, CALIFORNIA

KERN
1000 WATTS ★ 1410 KC.
UL H. RAYMER CO., National Representatives

PHILADELPHIA'S No. 1 Disc Jockey
Doug Arthur with Danceland
10,000 Watts WIBG
REPRESENTED: Nationally by Adam J. Young, Inc. In New York by Joseph Lang, 31 W. 47th Street

What's Surprising About This?

$41,000,000 INCOME FROM CATTLE ALONE

We're not trying to "wave a red flag" and get you worked into a lather about Amarillo, but from these figures, you know it is definitely an exciting market. $41,600,000 annual income from cattle alone, certainly helps in raising this market to a $900 per capita income . . . a total effective buying income of 397 million dollars!

For deep penetration of this rich area, KGNC is your dominating influence!

AFFILIATED WITH
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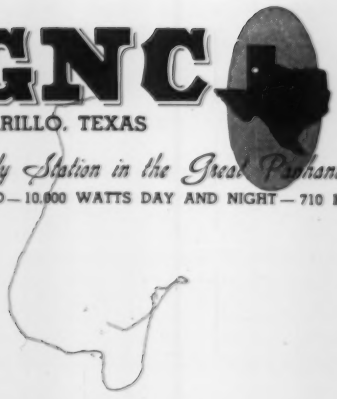
TAYLOR-HOWE-SNOWDEN *Radio Sales*

KGNC

AMARILLO, TEXAS

The Family Station in the Great Panhandle

C. P. GRANTED—10,000 WATTS DAY AND NIGHT—710 KC.



Respects

(*Continued from page 52*)

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RENEWALS
re just another
way of saying...

HITS THE JACKPOT!

When an advertiser uses a station for the first time . . . he might be experimenting. But when an advertiser *renews* his use of the station again and again—that means he *hit the jackpot* of profits! Over 40 regional and local advertisers (*not* including network advertisers) have renewed use of KXOK from 2 to 7 consecutive years. No wonder more and more leading advertisers are putting their OK on KXOK.

• 630 KILOCYCLES
• 5,000 WATTS
• FULL TIME
Owned and Operated by The St. Louis Star-Times.

For complete details, call a JOHN BLAIR representative

Agencies

RAYMOND E. NELSON Inc., New York, has moved to its permanent quarters at 341 Madison Ave., consolidating its temporary uptown and downtown offices. Telephone number is Murray Hill 5-1762.

THE THEOBALD Industries, New York (manufacturer of Atomic Suds), has appointed Franklin Bruck Adv. to handle its advertising campaign. Spot radio will be used starting sometime in August.

GEORGE T. EMERSON, formerly with Dodge and Chrysler Corp. advertising, publicity and promotion activities, has joined N. W. Ayer & Son in the Detroit office.

E. B. CALDWELL, released from the Navy and from 1937 to 1942 manager of the trade extension division of the American Weekly, Sunday section of the Journal-American newspaper, has been appointed merchandising director for the Western offices of BBDO with headquarters in Minneapolis.

T. L. ANDERSON, vice-president and managing director of Cockfield, Brown & Co., Toronto, was elected president for 1946-47 of the Canadian Association of Advertising Agencies at meeting held at Toronto. **HECTOR FONTAINE**, president of Canadian Advertising Agency, Montreal, was elected vice-president. **HARRY M. TEDMAN**, vice-president and managing director of J. J. Gibbons, Toronto, was elected secretary-treasurer Directors elected were: **R. H. VICKERS**, Vickers & Benson, Montreal; **RUSSELL C. RONALDS**, Ronalds Adv. Agency, Montreal; **J. A. MacLAREN**, MacLaren Adv. Co., Toronto; **T. E. WALSH**, Walsh Adv. Co., Windsor; **MORGAN EASTMAN**, McConnell Eastman & Co., Toronto; **ADRIAN HEAD**, J. Walter Thompson Co., Toronto; **HOWARD F. BAKER**, Baker Adv. Agency, Toronto.

GEORGE SLEICHER, discharged from the Army, and prior to that with BBDO New York, has been appointed art director of The Blow Co., San Francisco.

ERNEST G. MICHEL, formerly of Frank Oxarart Co., Los Angeles, has shifted to Jeanette Cain Adv. as production manager.

LESTER GOTTLIEB, supervisor of the program development department for Young & Rubicam, New York, has been promoted to manager of the program development department. **ALEXANDER (Sandy) STRONACH**, formerly manager, becomes program manager and will be in charge of four accounts.

HARRINGTON & BUCKLEY Adv., newly formed San Francisco agency, has established headquarters at 311 California St. Hollywood offices will be in Hollywood Plaza Hotel, 1637 N. Vine St. Firm is headed by Eugene L. Harrington and Mark Buckley, formerly vice president and radio director, respectively of Foote, Cone & Belding, San Francisco.

ANONA D. HANSEN, one time Los Angeles manager of Arthur Meyerhoff & Co., and for two years in agency's Chicago office, has joined The Conners Co., Hollywood, as production and media manager. **RUDY STOLZ** has been added to agency as account executive. He was formerly director of training and national supervisor of North American Aviation representatives.

L. E. DAL NEGRO, former media director of Maxwell Sackheim Co., New York, has opened the Leonard Advertising Agency, of which he is president. Office is at 53 East 77th Street, New York.

FLY MERCHANT, formerly in the market research department of the Kudner Agency, New York, has joined Robert Holley & Co., New York, as account executive.

JOHN W. BARNES, former publications editor and assistant to the director of personnel and public relations of Government Services Inc., Washington, has joined Robert J. Enders Advertising Agency, Washington, as account executive.

WILLIAM H. CONINE, account executive for National Biscuit with McCann-Erickson, New York, has been named vice president.

JOHN C. W. DALY, former account executive with Garfield & Guild, has joined The Lasky Co., San Francisco and Oakland agency. Prior to becoming a Marine Corps correspondent, he was a partner in the Carlson, Daly & Wiltman Agency, Pittsburgh. He has also been with Walker & Downing Agency, Pittsburgh.

RICHARD L. COLLEN, former account executive at Sterling Advertising, New York, has joined Herbert Chason Co., New York, in the same capacity.

G. KRUEGER BREWING Co., Newark, N. J., has appointed Benton & Bowles, New York, effective Sept. 1 to handle its advertising. Media has not been decided, radio being considered.

ERNEST CAMP Jr., formerly with Federal Advertising Agency, has joined the copy department of Lennen & Mitchell, New York.

LLOYD RING COLEMAN, manager of Sydney, Australia, office of J. Walter Thompson Co., has arrived in New York to visit the Thompson offices.

FLOYD T. LOVENS Inc., San Jose, Cal., has appointed Long Adv. Service, that city, to handle national advertising for its Thompson Reel division.

DALE McCORKLE Co., Hollywood (mfgrs. barbeque forks, serving aids, and miscellaneous household and novelty items), has appointed Henry H. Sterling Inc., Los Angeles, to handle national advertising. Other new national accounts for agency include: Glasscraft Mfg. Co., Los Angeles (glass, plastic ornaments); Plastic Specialties Co., Los Angeles (producers of stryon cigarette cases, compacts, and other plastic items); Sherman-Bertram Inc., Los Angeles (custom designed modern home furniture); Nu-Arts Co., Los Angeles (lucite novelties and gift items).

WEAVER JACKSON BEAUTY SALONS, Los Angeles (chain), has appointed Atherton & Gresham Adv., Hollywood, to handle regional advertising. Firm is using weekly spot announcements on KFWB.

LOS ANGELES FURNITURE MART, Los Angeles, and Aero Tool Co., Burbank, Cal., have appointed The Conners Co., Hollywood, to handle advertising.

DAVIS SCHONWASSER Co., San Francisco (women's specialty store), has appointed Abbott Kimball Co., that city, to handle national advertising. Philip Farnsworth, agency manager, is servicing account.

JOHN KUNEAU, associated with J. Walter Thompson Co.'s Detroit office, has received a War Dept. citation for his G-2 service during period 1943-1945.

ELAINE EWING MESERVEY, manager of J. Walter Thompson Co., Washington, D. C., has been in Hollywood for two weeks with her husband, Douglas Meservey, currently on terminal leave after extended Military Government service. Before service, Mr. Meservey was chief of OWI in Washington and prior to that with NBC New York.

C. BURT OLIVER, manager Hollywood office of Foote, Cone & Belding, is on three-week business-pleasure trip that will take him to North Carolina as well as New York, before returning to West Coast headquarters.

ARDEN L. MORRIS, formerly of Western Advertising Artists, Los Angeles, and co-partner of Phillips-Morris Studios, Kansas City, has joined Dunn-Fenwick Adv., Los Angeles, as art director.

MRS. BRAHNA C. HUTCHINS, former vice president of Sheldon, Morse, Hutchins & Easton, New York, has been elected president of the agency. Other officers elected were: **FRANK ARNOLDI**, vice president (re-elected); **ROBERT NATHANS**, formerly on the firm's executive staff, vice president, and **ANGELA B. DANIELS**, secretary of the agency has been elected treasurer. The four officers also were elected directors.

GROCERY STORE PRODUCTS SALES Co., New York, has appointed Ted Bates Inc., New York, to handle the advertising campaign for its "Cream of Rice," "B in B Mushroom" and "Kitchen Bouquet" products. The account will use a limited local radio schedule sometime this year.

MAURICE GRESHAM, partner of Atherton & Gresham Adv., Hollywood agency, is in New York with audition platter of five weekly quarter hour "Your Baby" for sponsor consideration by baby laundry services.

GILBERT THOMAS, formerly writer-producer of KFI Los Angeles, has been appointed production manager of Atherton & Gresham Adv., Hollywood.

CHARLES DALLAS REACH Co., Newark and New York, last month presented its first "Award of the Month" plaque to Marjorie Watts, employed in the agency's production department in Newark, for "outstanding service" during June. Each month a plaque and check for $50 will be presented to the agency staff member rendering outstanding service for that period.

JOE ROGERS, former account executive with Steve Hannagan Assoc., New York, has joined the Julius G. Berens Organization, New York, as senior account executive.

BRADFORD COCHRAN, after service with the Army as captain, and prior to that in the sales department of the National Biscuit Co., New England and Northern New Jersey, has joined Cowan & Dengler, New York.

RICHARD T. NEY, formerly with J. Walter Thompson Co. as account executive, and prior to that associated with N. W. Ayer & Son, has been appointed manager of the New York office of Glasser - Gailey & Co.

Mr. Ney

THE HAT CORP. of America, New York, effective Sept. 1, has appointed Sweetser, Byrne & Harrington, New York, to handle advertising for the Dobbs hat (Men's and Women's), of the Berg and Crofut & Knapp Divisions of the company. Radio may be used.

MODERN AGE Advertising Agency, formerly located at 220 W. 42nd Street, New York, has incorporated under the name of Advertising by Modern Age Inc., and has moved to larger offices at 1250 Broadway. Rose Waldorf, former copywriter, Saks Fifth Avenue, New York, has joined the agency as copywriter.

JOE BIGELOW, writer of J. Walter Thompson Co., New York, has been shifted to Hollywood and assigned to NBC "Tommy Dorsey Show."

C. O. PARSON, production director of Davis-Hood & Associates, Los Angeles agency, has resigned.

JOHN MALONE Jr., formerly of Geyer, Cornell & Newell and J. Walter Thompson Co., New York, has joined Brisacher, Van Norden & Staff, Los Angeles, as account executive.

WALTER UTTERBACH, formerly advertising manager of Luber-Finer Inc., Los Angeles, has been appointed production manager of Beaumont & Hohman, that city.

BEVERLY GREGGERSON, head of accounting department for Henry H. Sterling Inc., Los Angeles, has resigned to rejoin her husband who is returning from overseas service. She is replaced by **STELLA LORRYE JACOBS**, formerly of Actors Equity Assn.

JOHN M. BINGHAM has been appointed manager of the newly opened Toronto office of Russell T. Kelley Ltd., Hamilton, Ont. Toronto office is located at 70 Victoria St., telephone is Elgin 1766. Bingham was formerly with Wm. Orr & Co., and Cockfield Brown & Co., Toronto agencies.

JUSTIN FUNKHOUSER & Assoc., Baltimore, has been appointed to handle advertising for R. M. Hollingshead Corp., Whiz household division, Camden, N. J. Test campaign on new Whiz specialties will include radio.

SERVISALL, Oakland, Calif. (luminous paints), has appointed Ad Fried Advertising Agency, Oakland. Initial campaign will include spot announcements on KROW.

WALLACE AND ASSOC. Inc., agency of Butler, Ky. (manufacturers of "I Do" Cosmetic) has appointed William von Zehle & Co., to handle advertising. Ted Seller is the account executive. Radio may be used.

BAKER Adv. Agency, Toronto, has opened a Montreal office at 1557 McKay

(*Continued on page 59*)

WAKR AKRON

First in Listeners!

TOTAL RATED PERIODS

HOOPER STATION LISTENING INDEX
AKRON—OCTOBER, 1945 THROUGH FEBRUARY, 1946

MORNING INDEX • 8 TO 12 NOON, MONDAY THROUGH FRIDAY

WAKR	STATION "A"	STATION "B"	STATION "C"	OTHER STATIONS
54.8	21.2	3.7	*15.9	*4.4

AFTERNOON INDEX • 12 TO 6 P. M., MONDAY THROUGH FRIDAY

WAKR	STATION "A"	STATION "B"	STATION "C"	OTHER STATIONS
37.8	22.3	7.4	*26.9	*5.6

SUNDAY AFTERNOON INDEX • 12 NOON TO 6 P.M.

WAKR	STATION "A"	STATION "B"	STATION "C"	OTHER STATIONS
31.4	22.2	10.5	*23.1	*12.8

EVENING INDEX 6 P. M. TO 10 P. M., SUNDAY THROUGH SATURDAY

WAKR	STATION "A"	STATION "B"	STATION "C"	OTHER STATIONS
21.7	37.3	Not Rated	*35.3	*5.7

TOTAL RATED TIME PERIODS

WAKR	STATION "A"	STATION "B"	STATION "C"	OTHER STATIONS
33.1	29.0	6.0	*28.5	*4.8

*Stations Located Outside of Akron

TOPS IN RADIO

ABC NETWORK · 5000 WATTS · DAY AND NIGHT

WEED AND CO.
NATIONAL REPRESENTATIVES

Copyrighted 1946 WAKR

You Wouldn't Go to a Conference UNCOVERED Like This!

—and you shouldn't attempt to COVER OKLAHOMA without the

OKLAHOMA NETWORK

If you're trying to cover Oklahoma with only one station—listen to this! The Oklahoma Network offers you SEVEN stations—each with a concentrated audience in the seven major markets in Oklahoma—each with DOMINANCE in their markets—most of them ALL OF THE TIME! And you can use ALL SEVEN STATIONS or as few as three . . . and still get the network rate!

So if it's complete coverage of a rich, responsive market you're after . . . the OKLAHOMA NETWORK'S your answer!

One Contract • One Contact • One Statement

AMERICAN BROADCASTING CO., INC.
AFFILIATES IN OKLAHOMA
AFFILIATED WITH
TAYLOR HOWE SNOWDEN
Radio Sales

ASSURES YOU *Audience* IN THE RICHEST MARKETS IN OKLAHOMA

OKLAHOMA NETWORK

ROBERT P. ENOCH, MANAGING DIRECTOR, APCO TOWER, OKLAHOMA CITY 2, OKLAHOMA

KADA—Ada
KBIX —Muskogee
KCRC —Enid
KGFF —Shawnee
KOME—Tulsa
KTOK—Oklahoma City
KVSO —Ardmore

AGENCIES

(Continued from page 56)

ST. GABRIEL LANGLAIS, formerly with Radio Programme Producers, Montreal, has been named manager.

H. JAY RONALDS, out of the RCAF as a flight-lieutenant, has joined the Montreal office of Ronalds Adv. Agency as account executive.

JOE W. G. CLARKE, formerly executive of Cockfield Brown & Co., Montreal advertising agency, and during the war public relations director of the Canadian Army, Royal Canadian Navy and Royal Canadian Air Force, was made a Companion of the Order of the British Empire (C.B.E.) in the July 1, Dominion Day, honors list.

STU SMITH, vice president and manager of the Toronto office of Young & Rubicam, has resigned from the agency, as has **DON PHILIP,** contact supervisor.

W. W. GARRISON & Co., Chicago agency, has opened an office in Grand Rapids, Mich. at 190-192 Monroe Avenue, N. W. **GEORGE A. BALDWIN,** who joined Garrison last January, is heading the new office. Mr. Baldwin was formerly associated with Aves, Wesley & Associates, Grand Rapids and Libby-Owens-Ford Glass Co., Toledo. Accounts being handled out of Grand Rapids office are Tanglefoot Co., Grand Rapids (insecticide) Gibson Refrigerator Co., Greenville, Michigan, and Ralman Home Appliances, Grand Rapids.

ALFRED R. BECKMAN, formerly sales service manager of ABC, has joined Buchanan & Co., New York, as business manager and network time buyer of the radio department.

PHIL B. SNYDER, after four years service in the Army and prior to that with Twentieth Century Fox Film Corp., New York, has joined Lessid Advertising, New York, as account executive.

EDWARD C. STENNER, after service with the Navy and prior to that in the sales department of American Tobacco Co., New York, has joined the New York sales staff of Paul Block and Assoc.

ANGELA D. WALSH, former account executive and head of the radio department, Tracy, Kent & Co., New York, has joined Robert B. Grady Co., New York, in an executive capacity.

OLIAN Advertising Co., Chicago and St. Louis, has been appointed to handle advertising of International Labs, succeeding Guenther-Bradford & Co. Company plans to use radio on campaign for pharmaceuticals.

MANNING & RUSSELL Adv., new San Francisco agency, has opened offices at 45 Second St. Firm is headed by Arthur L. Manning, formerly national sales manager of San Francisco Call-Bulletin and Royce Russell, former publisher of "The Clock," entertainment weekly.

THOMAS A. FOLEY, separated from AAF as lieutenant, has joined Dave Foutz Adv., Long Beach, Cal., as account executive.

JOSEPH GRAHAM, released from Navy, has joined Helen Edwards & Staff, Los Angeles, as director of agency's new artists' bureau. Prior to war he was associated with Myron Selznick & Co., Beverly Hills, Cal.

JACK QUISENBERRY, who until recently operated his own Los Angeles agency, and also former advertising manager of Axelson Mfg. Co., that city, has joined Jordan & Lo Buono, Los Angeles, as account executive.

MARVIN KNUDSON, formerly of Joseph R. Gerber Co., Portland agency, has joined Allen, Clenaghen & Smith, that city, in executive capacity.

TOM DEALY, formerly of Hillman-Shane Adv., Los Angeles, has been appointed art director of Paul E. Newman Co., that city.

HENRY ROSENFELD Inc., New York (dress manufacturers), has appointed Seidel Advertising, New York, to handle its advertising. Firm is looking for a half-hour network show to start in the fall.

HUBBELL ROBINSON Jr., vice president in charge of radio for Foote, Cone & Belding, New York, is in Hollywood on a two to three week business trip.

DAVID REIDER, released from the Army, and prior to that a copywriter at Morton Freund Advertising, New York, has joined George Elliott Advertising, New York, as copy chief.

Winchell Is First In Pacific Hooper

Canadian Ratings Also Given By Elliott-Haynes

WALTER WINCHELL was in first place among the first fifteen programs on the Pacific Coast with *The Aldrich Family* second and *Blondie* in third place in the June Pacific Network Hooperatings Report, released last week.

The report showed an average evening audience rating of 6.5, a decrease of 1.1 from the last report, and a decrease of 0.7 from rating for the same period last year. Average evening sets-in-use were 28.2, 1.5 less than last report, 0.1 less than a year ago. The average evening available audience was 75.4, down 0.8 from last report, up 1.4 from 1945. The average daytime audience rating was 3.2, down 0.5 from last report and down 0.5 from a year ago. Average daytime sets-in-use reported were 13.4, a decrease of 1.6 from the last report and down 0.3 from a year ago. The average daytime available audience was 66.0, down 0.6 from last report and showed no change from a year ago.

The first 15 programs reported were: Walter Winchell, 16.6; *Aldrich Family*, 14.1; *Blondie*, 13.8; *Truth Or Consequences*, 13.7; *Fred Allen*, 13.5; *Mr. District Attorney*, 13.5; *Michael Shayne*, 13.1; *Frank Morgan*, 12.2; *Case Book of Gregory Hood*, 12.0; *Suspense*, 11.7; *Eddie Cantor*, 11.6; *The Whistler*, 11.4; *Screen Guild Players*, 10.7; *Hildegarde*, 10.6; *Crime Doctor*, 10.2.

* * *

Canadian Ratings

American Programs continue to lead Canada's evening program popularity poll for June, as shown in the Elliott-Haynes ratings for that month, released in Toronto July 10. *Fibber McGee and Molly* lead the first ten programs with a national program rating of 31.7, followed by *Radio Theatre* 29.1, *Alec Templeton* 28.2, *Ozzie & Harriett* 19.4, *Music Hall* 18.7, *Album of Familiar Music* 18.1, *John & Judy* 17.8 (Canadian program), *Waltz Time* 17.2, *Share the Wealth* 16.4 (Canadian program), and *Bob Hope* 13.1. (The Canadian listing included some of the above shows which are taking summer layoffs.)

Canadian daytime English language programs for June Show *The Happy Gang* (Canadian program) first with a national rating of 17.7, followed by *Ma Perkins* 16.3, *Big Sister* 15.6, *George's Wife* 14.9 (Canadian program), and *Pepper Young's Family* 14.8.

French language evening programs for June show first five to be *Un Homme et Son Peche* 34.0 rating, *Metropole* 29.9, *Ceux qu'on Aime* 28.3, *Talents de Chez Nous* 25.7, and *Secrets du Dr. Morhanges* 24.6. French language daytime programs for June were led for the first five by *Quelles Nouvelles* with rating 28.7, followed by *Jeunesse Doree* 28.6, *Joyeux Troubadours* 25.9, *Rue Principale* 24.4, and *Grande Soeur* 22.7.

COMMERCIAL

DONALD M. KELLY Jr., WGAC time salesman, has been appointed commercial manager of that station.

WCOP Boston effective July 1, issued a new rate card, No. 6, based on the station's new 5,000 w which went on the air full time June 19. Cards are being distributed to all local and national agencies.

HERBERT WIXSON, general sales manager of KMPC Hollywood, on a three-week vacation in the Pacific Northwest, returns July 22.

DON LAWS, commercial manager of CJOR Vancouver, was elected vice president of the Canadian Advertising and Sales Federation at the annual meeting held at Ottawa.

OLE MOREBY, released from Navy, has resumed as account executive of CBS San Francisco.

TRENT CHRISTMAN, after four years in AAF, has returned to NBC Hollywood sales and program traffic department replacing **THELMA BENNINGTON,** his military replacement.

BENJAMIN C. BOWKER, former chief foreign correspondent for the New York Post, has joined WLIB New York as commercial manager.

JOHN CARL MORGAN last week was promoted to commercial manager and program director of WINC Winchester, Va., to succeed Grant Pollock. Mr. Pollock resigns July 15 to go to Hollywood. John Bell, formerly of WFVA Fredericksburg, Va., becomes WINC announcer effective July 15.

CARL BREWSTER, formerly announcer, and released from Army as major after five years, has rejoined KFVD Los Angenes as account executive and assistant to **HOWARD GRAY,** commercial manager.

JIM RICHARDS, of the KFRC San Francisco sales staff, is the father of twin daughters, born July 1.

JACK HALL has resigned from CBS San Francisco sales staff to join W. S. Grant Co., radio sales representative, that city.

WJOY Burlington, Vt., which will be on the air Aug. 15, has appointed Joseph Hershey McGillvra Inc. as national representative.

WESLEY C. CAMERON, formerly of Simpson-Reilly Ltd., Los Angeles, publisher's representative, has rejoined Gene Grant & Co., Hollywood, stations representative, as account executive.

Wright Production Firm Is Opened in New York

WYNN WRIGHT, who resigned as NBC national production manager [BROADCASTING, May 27], has formed a new radio producing company under the name of Wynn Wright Assoc., located at 4 East 53rd St., New York. Before his association with NBC, Mr. Wright was dramatic director of WWJ Detroit, later becoming program and production manager of the station and joining NBC in Chicago as a director and producer.

Mr. Wright

Associated with Mr. Wright as manager of business and sales, is Charles Granzow who was assistant program and production manager under Mr. Wright at WWJ and was recently discharged from the Navy.

WBNX

DAILY PROGRAMS IN

Italian Polish English Jewish German

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

55.4%

of all Iowa radio families

"LISTEN MOST" to

WHO

10.7% to Station B!

50,000 Watts Des Moines

FREE & PETERS, Inc.

Representatives

CHNS

HALIFAX NOVA SCOTIA

IN TWENTY YEARS, PIONEER TO LEADER; FROM 1000 WATTS TO 5000 WATTS—SOON!

JOS. WEED & CO.

350 Madison Ave., New York

Know What We Can Do

ASK HIM

67th Market

TRI-CITIES

ROCK ISLAND - MOLINE

DAVENPORT

Largest market in Illinois and Iowa, outside of Chicago.

WHBF

BASIC MUTUAL 5KW 1270KC

THE SHREVEPORT TIMES STATION
Shreveport, La.

In the Ark-La-Tex Area, KWKH, with its **50,000 Watts** is the No. 1 Medium with full coverage and SELLING POWER in this prosperous market.

The Branham Co

LENNY MOORE, released from the Navy after more than two years' service, has rejoined WGAC Augusta, Ga. as m.c. Coincident with his return, **J. B. FUQUA**, station manager, announced Mr. Moore's appointment to position of production manager.

WALT NELSKOG, KHQ Spokane, Wash. night announcer, June 22 married Ann Bower in New Haven, Conn.

ALBERT JACKSON, released from the Army with rank of lieutenant, rejoined WTIC Hartford, Conn. as supervisor of studios.

HARROL A. BRAUER, formerly with WMBG Richmond, is now with WGH Norfolk as chief announcer, succeeding **JOEL CARLSON**, now head of news and special events. **DORIS EVELYN ROSS**, of continuity department, has been named director of women's programs. **NELLIE A. DRAKE** is now women's commentator. **BOYD A. HARRIER** has been named WGH director of music.

CHARLES (Chuck) RUDD, just returned from England where he served with the radio division of the Canadian Army, has joined the announcing staff of CKNW New Westminster. **DOROTHY SAINT**, formerly of J. Walter Thompson Agency, Montreal, is now in CKNW production department.

ROSEMARY BADER, Cincinnati radio writer and broadcaster, has succeeded Betty Jean Holland as mistress of ceremonies for WCKY's "Today We Honor," heard Monday, Wednesday, Friday, 2:30 p.m.

DAVE STARLING, announcer of KFI Los Angeles, married Rita Koval in Hollywood on June 28.

BILLY MAUCH, former film actor and recently released from AAF, has joined KMPC Hollywood as producer of "Starshots."

AL PEARCE, star of weekly ABC "Al Pearce Show," following a slight stroke which affected his left leg, will withdraw from radio for a short period.

HARRY MITCHELL has replaced **JAY STEWART** as announcer on CBS Western Division's "Meet The Missus."

DICK McKNIGHT, writer on CBS "Jack Carson Show" and **BETTY HOGAN**, Hollywood network receptionist, have announced their engagement, with wedding planned for August 11.

VIC BROWN, head of Vic Brown Radio Artists and Productions, is the father or a boy, Victor Avery, born June 15.

HAL HOUGH, formerly with KUOA Siloam Springs, Ark., is now chief announcer with KGGF Coffeyville, Kans. Prior to his four years Army service, Mr. Hough was with KGGF and KFRU Columbia, Mo.

JACK BEAUVAIS, after service with the Navy, and before that WEEI Boston continuity editor has returned to WEEI as supervisor of program traffic and commercial editing.

HOWARD GARDNER, released from the Army and former time buyer at Pedlar & Ryan, New York, has joined NBC's research department as assistant to Ken Greene, manager of the circulation division. Mr. Gardner was with NBC from 1939 to 1942.

FRANCIS COUGHLIN, associated with WGN Chicago for thirteen years, and more recently script editor for "The Human Adventure" has been appointed script and continuity editor of the station, succeeding **WILLIAM FISHER**, acting director, who was appointed several months ago following resignation of **HENRY BARBOUR**.

SOL PANITZ, formerly in the Radio Section, War Dept. Office of Public Relations, has joined WINX as director of public service. He has written for "Columbia Workshop" and "New World A'Comin" among other radio shows.

ERIC JOHNSON, a Yale student, has replaced **CHUCK CROSBY** as sportscaster with WNHC New Haven, Conn. Mr. Crosby has joined KMOX St. Louis.

OLIVER BARBOUR, director of "Life Can Be Beautiful" is taking over the directing chore of "Jungle Jim" and "Front Page Dramas," both Mildred Fenton packaged shows.

DICK CRAWFORD, announcer of KFAC Los Angeles, and Dorice Ward of London were married July 8 during ABC "Bride and Groom" broadcast. They met while he was with AFRS in England.

MURRAY ARNOLD, program director for WIP Philadelphia, has written words to the "Warsaw Concerto," and has premiered the lyrics over WIP.

DICK JOY, KCMJ Palm Springs coowner, has been signed as announcer of ABC "Sam Spade" sponsored by Wildroot Inc.

PRODUCTION

ALLAN PAGE, production manager; **DON MILOE**, continuity; **WEBSTER BENHAM**, assistant manager and **JERRY MARX**, news director, all of KOMA Oklahoma City, addressed the U. of Oklahoma Summer Radio Institute at its annual ten-day meeting a fortnight ago.

BETTY KRAUS has been appointed WMFF Plattsburg, N. Y. program director, replacing **JAN KING**, resigned. In addition to new duties, she will continue to air "To the Women," quarter-hour participating program now in its tenth year.

PAUL WHITEMAN, ABC New York music director, was guest conductor at annual George Gershwin Memorial Concert at Hollywood (Cal.) Bowl on July 13.

MARTHA LOU STRONG, receptionist, has been named assistant to Bill Williams, head of continuity for Don Lee Broadcasting System, Hollywood. She replaces **LOLA STROM** who has returned to Detroit.

MEL RUICK, one time announcer on CBS "Lux Radio Theatre," has the lead opposite **LUELLA GEAR** in stage production "The Vinegar Tree" at East Hampton, Long Island.

JACQUES SURMAGNE, formerly columnist for Paris-Soir and now on executive staff of 20th Century-Fox Film Corp., Los Angeles, will make a series of special broadcasts to France at request of U. S. State Dept. A producer-commentator for OWI Overseas Branch during war, Mr. Surmagne will broadcast Hollywood news on his weekly program.

RUSS DAVIS, WBBM farm director and announcer, is substituting for **PAUL GIBSON**, station's early morning man, who is on vacation.

GENE EMERALD, KRNT Des Moines entertainer, has been awarded the Asiatic-Pacific Campaign Service Ribbon in recognition of overseas service with USO-Camp Shows Inc. He was overseas about two years in CBI, Persian Gulf Command, Mediterranean and African theatres, as m.c. for USO Troupe 99. He is now m.c. for "The Gene Emerald Show," Monday-Friday, 3:15-4:30 p.m. on KRNT.

WILLIAM J. RATCLIFF, former resident station manager of WORD Spartanburg, S. C., has been named program director of KROY Sacramento. He has also been with WING and WIZE Dayton, and program-production manager and director of special events with WSPA-WORD. During the war he served with the Navy in the Pacific.

JAMES F. WATERS, producer and coauthor of ABC's "Court of Missing Heirs," and "Ruth Baker Show," were married in Chicago, July 4.

BILL NEWEY, student of speech at Northwestern U., has joined the announcing staff of KODY North Platte, Neb.

LEW CLAWSON, released from the Navy, has returned to WWVA Wheeling, W. Va., as announcer-m.c.

BUCKINGHAM GUNN, WGN Chicago program director, discussed "So You Want to Get Into Radio," July 8-9 at summer radio school conducted by Wisconsin U. and WHA Madison.

JACK BRITTON, formerly KGDE Fergus Falls, Minn., has joined the WDAY Fargo, N. D., announcing staff.

WILLIAM GRIFFIN, former continuity writer and salesman at KPPC Pasadena, has joined the production staff of WNEW New York.

FRANK HARDEN, WIS Columbia, S. C. sports director, was elected secretary of the Columbia Junior Chamber of Commerce.

NANCY GRAY, WTMJ Milwaukee women's department director and Stephens McIver, a member of the staff of the California Institute of Technology were married at Claremont, Calif.

ALFRED M. CHANCE, director of Tom Mix program for two years, has been transferred from Chicago to St. Louis for an undisclosed radio assignment. **MARY AFFLICK**, of WGN's Chicago production staff, has taken over the program. Gardner Advertising Agency, St. Louis, is agency.

KANI EVANS, former Pacific war correspondent for AFRS, and before that time at KGMB Honolulu and KFI and KECA Los Angeles, is serving as summer relief announcer with WFIL Philadelphia.

BILL HILLMAN has rejoined KIDO Boise announcing staff after three years in Army Signal Corps.

TOM McGEE, formerly announcer of WHEC Rochester, N. Y., has joined KIEV Glendale, Calif.

HORACE WADE, sports announcer, has been signed by WFIL Philadelphia to do horse racing broadcasts originating from three New Jersey tracks, Monmouth, Atlantic City and Garden State.

DAVID KENT, continuity director of WTON Staunton, Va., is to have one of his short stories included in "The Fifth Mystery Companion," to be published by Crown Publishers in the fall. Before military service, Mr. Kent was on the staff of WDBJ Roanoke, Va., and was production manager of WAIR Winston-Salem, N. C., in addition to appearing in numerous network dramas.

DAVE EVANS and **FRED NILES**, former announcers at WAAF Chicago, have returned to the station to complete the return of ex-servicemen formerly employed there.

ANDREW COWAN, CBC European correspondent, was married in London, England, to **HELEN MORROW MAGILL**, formerly with CBC studios at Winnipeg.

JACK STANLEY has rejoined the announcing staff of WCCO Minneapolis-St. Paul after an absence of eight months.

LLOYD DENNIS, WTOP Washington producer, is substituting for "Uncle Bill" on "Corn Squeezin' Time" as of July 14 when the lead character takes his vacation. Show is heard Monday-Saturday, 5:30-6:45 a.m. (EST). Mr. Dennis will also do the Saturday "Sundial," 7-9 a.m., in addition to producing all local shows each morning until 10 a.m.

LANSING B. LINDQUIST, released from the Army as captain, last week returned to his position as program director of WSYR Syracuse. Prior to release he was chief of the radio section, public relations office, U. S. Army Forces in the Pacific.

ELEANOR WILSON McADOO, third daughter of the late President Wilson, has been appointed the new chairman of CBS' "Women's Clubs" series, effective today (July 15). Program is heard Monday-Friday, 5:15-5:30 p.m.

IRA H. KNASTER, former radio and film free-lance writer, has joined the continuity staff of WNEW New York.

LEON LEVINE, assistant education director of CBS, is resuming supervision of CBS Country Journal program. **FOX CASE**, former supervisor of show, is now general manager of KIST Santa Barbara, Calif. [BROADCASTING, July 1].

An All-Time Favorite

HOT TIME IN THE OLD TOWN TONIGHT

Published by
EDWARD B. MARKS MUSIC CORP.

Performance Rights Licensed Through
BMI

BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.

LIVE TALENT . . . ALIVE TO YOUR COMMERCIAL OBJECTIVE No. 12 of a Series

When Edwards Says it . . . They Listen!

Possessing an oversized bump of curiosity and plenty of well-directed energy to dig for the answer until he finds it, it's small wonder that Frank Edwards, WIBC news commentator and analyst, has become "required listening" for Hoosiers who want a clear and comprehensive picture of what's happening about them—*and why.*

This same bump of curiosity has led Frank Edwards into many fields and far places. It led to exhaustive studies in psychology, photo-chemistry, controllable luminosity and other diversified subjects. It led to an assignment as motion picture photographer for the Sheldon-Smithfield expedition . . . to the research department of MGM studios in Hollywood . . . and to radio. Starting as a sportscaster, he later became a newscaster and commentator.

At WIBC, Frank Edwards is before the microphone six evenings a week at 6:15 with his keen and factual analysis of the news and, Monday through Friday, again at 10 p.m. These broadcasts have earned for him the *highest Hooperating of all local commentators* . . . a citation from the V.F.W. for outstanding service . . . and the confidence of his audience which knows that, when Edwards says it, it's time to listen.

In Frank Edwards, whose time, incidentally, is completely sold at present, you have a representative example of the high type of personalities who comprise the WIBC live talent staff. Experienced, resourceful and versatile, they are capable of building just the kind of show you need to sell Indiana audiences. Your John Blair man will be glad to show you what's available. Ask him today.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

Owned and Operated by The Indianapolis News

WIBC Mutual Outlet in Indianapolis

KANSAS
CITY
IS
A
KOZY
MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in
the Kansas City Area

Ask for Rate Card 3

Ina Butler Citizenship Awards Are Announced

WINNERS in the first annual Ina H. Butler Citizenship Award, presented by Burridge D. Butler, president of WLS Chicago, were announced this week. The awards, part of the WLS Farm Youth Award program which reaches an estimated 500,000 rural young people, were presented formally at the Butler home to Juanita Oswalt, Logansport, Ind.; Doris Anderson, Blair, Wis., Lucille Murdoch, Tecumseh, Mich., and Irma Parish, Decatur, Ill.

Each award represents a $500 scholarship and was offered to senior girls where total high school enrollment was under 300. Contest entries were scored by high school principals and pastors on scholarship, leadership, personality, community activities, sports and church activities. The four girls were guests of WLS for three days.

Larimer to Spot Sales

L. D. LARIMER, former salesman at KNX Los Angeles, CBS owned station, effective July 17, has been placed in charge of the Los Angeles office of Radio Sales, the spot broadcasting division of CBS. Joining the Corn Belt Broadcasting Corp., as manager of KFOR Lincoln, Neb., Mr. Larimer was salesman for KFAB Lincoln, KOIL Omaha and KFOR, when the stations were acquired by Central States Broadcasting Co., in 1933. In 1940 he joined the San Diego division of Consolidated Vultee Aircraft Corp., where he was employe service manager, personnel director and assistant chief of industrial relations. He joined KNX in 1945.

Canadian Radio Budget

CLOSE TO $11,500,000 was spent in 1944 in Canada on radio advertising, according to a survey made by the Canadian Government's Dominion Bureau of Statistics. Total spent on advertising in Canada in 1944 amounted to $104,925,535 according to this tabulation, of which $11,486,952 was spent on radio advertising. Of total advertising placed through agencies, radio advertising accounted for 20.4%, publications 66.3%, and miscellaneous advertising 13.3%. Totals spent on radio advertising include time and production costs and wireline charges. This survey marks the first time the Dominion Bureau of Statistics has issued totals on radio advertising.

Dr. Louis D. H. Weld

DR. LOUIS D. H. WELD, 64, director of research of McCann-Erickson Inc., New York, died on July 7 at Gloucester, Mass. He had been associated with the agency since 1926. Prior to that he headed the commercial research department of Swift & Co. He authored book *The Marketing of Farm Products*. Surviving are his widow, Mary Smith Weld, and two children.

William F. Brooks, Brig. Gen. Ken Dyke Take Over New NBC Vice Presidencies

MR. BROOKS

GENERAL DYKE

WITH THE NAMING of two new vice presidents, NBC last week added emphasis to its international policy and instituted steps to further improve the network's broadcasting techniques.

The appointment of William F. Brooks, network director of news and international relations, was announced at the July 5 meeting of the NBC board of directors [BROADCASTING, July 8]. However, the election to a vice presidency for Brig. Gen. Ken R. Dyke [CLOSED CIRCUIT, BROADCASTING, July 1], director of sales promotion and research for NBC before going into service in 1942, was made at the same meeting, but formal announcement was withheld until last week.

Mr. Brooks had directed the NBC news division since Oct. 5, 1942, and international relations since Nov. 24, 1944.

General Dyke recently was relieved from active duty as Gen. Douglas MacArthur's chief of civil information and education in the occupation of Japan. In his new post at NBC, he will administer the network's policies governing advertising and program presentations on the air and will maintain liaison with the program, sales, station relations, research and news departments in "effecting improvements in broadcasting techniques," NBC announced. The NBC continuity acceptance department, which reviews commercial announcements will report directly to Gen. Dyke. Niles Trammell, president of NBC, said that Gen. Dyke would be charged with coordinating the results of all NBC audience and business research.

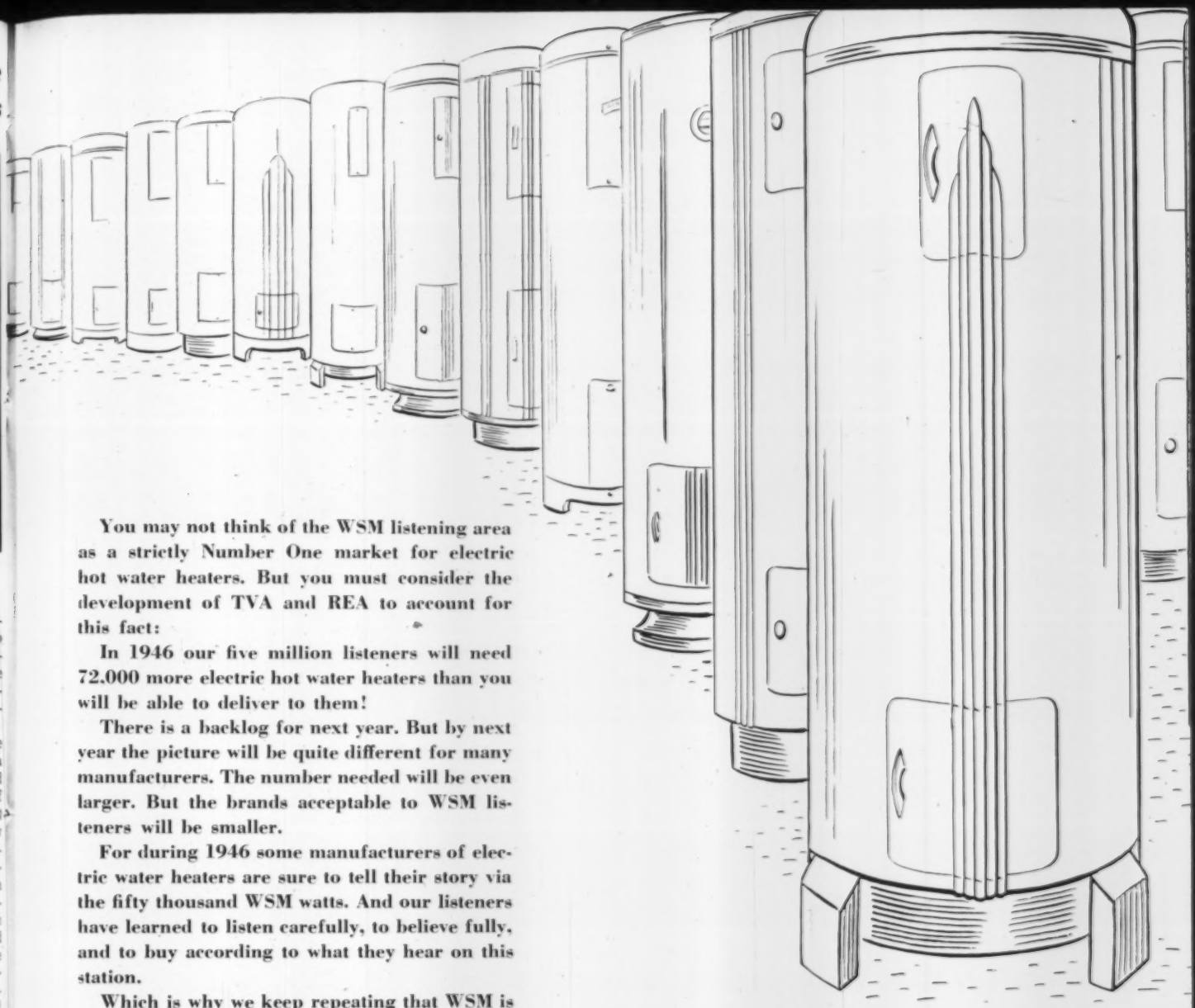
In a statement released upon the announcement of his elevation to a vice presidency, Gen. Dyke pointed to his experiences as a member of Gen. MacArthur's staff and said that "in Japan, particularly, I saw at first hand the results and dangers of complete government control of this effective medium (radio). Under the American system, radio broadcasting is able to bring its most comprehensive and constructive contributions to the public. Our task is to improve constantly its value as an entertainment, information, education and advertising service."

Gen. Dyke after leaving NBC in 1942 joined the Office of Facts and Figures and later became Chief of the Bureau of Campaigns, OWI. He was commissioned a major in the Army in January, 1943.

Cross on Tour

CHRISTOPHER CROSS, United Nations radio liaison officer, has left New York on a three week tour of Western stations to make preparations for radio coverage of the United Nations general assembly meeting in September. Mr. Cross will visit Seattle, Los Angeles, San Francisco, Salt Lake City, Denver, Dallas and Fort Worth.

You Can't
COVER
THE
WEST
without
KSL
50,000
WATTS
SALT LAKE CITY • CBS



You may not think of the WSM listening area as a strictly Number One market for electric hot water heaters. But you must consider the development of TVA and REA to account for this fact:

In 1946 our five million listeners will need 72,000 more electric hot water heaters than you will be able to deliver to them!

There is a backlog for next year. But by next year the picture will be quite different for many manufacturers. The number needed will be even larger. But the brands acceptable to WSM listeners will be smaller.

For during 1946 some manufacturers of electric water heaters are sure to tell their story via the fifty thousand WSM watts. And our listeners have learned to listen carefully, to believe fully, and to buy according to what they hear on this station.

Which is why we keep repeating that WSM is the one and only single medium that will do a selling job at low cost in this big market.

HARRY STONE, *Gen. Mgr.*

WINSTON S. DUSTIN, *Comm. Mgr.*

EDWARD PETRY & CO., *National Representatives*

W Air Castle of the South E

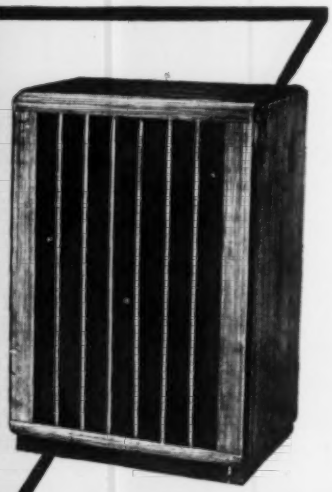
650 KILOCYCLES · 50,000 WATTS · NBC AFFILIATE · CLEAR CHANNEL

WSM

NASHVILLE

Western Electric

753 TYPE SPEAKER



will improve your broadcast monitoring

Western Electric two element 753 Type Speakers have a long record of high quality, trouble-free operation for AM and FM monitoring.

The frequency response of the 753C is essentially uniform from 60 to 15,000 cycles. The 753B response is uniform from 60 to 6,500 cycles.

Like all other Western Electric equipment, the 753 Type Speakers are designed by Bell Telephone Laboratories.

For further technical information and delivery schedules, consult your nearest Graybar Broadcast Equipment Representative, or write to Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

QUALITY COUNTS

ACTIONS OF THE FCC

JULY 5 to JULY 11

Decisions . . .

JULY 8

ACTIONS ON MOTIONS
BY COMMISSIONER HYDE

Eau Claire-Chippewa Bcstg. Co., Eau Claire, Wis.—Granted petition for leave to amend its application so as to specify frequency 1400 with 250 w unlimited time instead of 1340 kc with 250 w, unlimited time; change location of main studios from Eau Claire to Chippewa Falls, etc. The amendment was accepted and application removed from hearing docket.

Unity Corp. Inc., Springfield, Ohio—Granted motion for leave to amend its application for FM station by submitting additional engineering data, and the amendment was accepted.

Westinghouse Radio Stations Inc., Fort Wayne, Ind.—Granted petition for leave to intervene in the hearing upon application of Lake Shore Bcstg. Co. for a new station in Evanston, Ill., presently designated for consolidated hearing with application of WMIL Bcstg. Co., Milwaukee.

Radio Projects Inc., Newark, N. J.—Granted petition for leave to amend application for FM station so as to show election of two new directors to the corporation, etc., and the amendment was accepted.

Booth Radio Stations Inc., Grand Rapids, Mich.—Granted petition for leave to intervene in the hearing on application of WMBD for CP.

A. J. Fletcher, Greensboro, N. C.—Granted petition for leave to amend application for FM station, so as to substitute the Capitol Bcstg. Co. Inc., as the applicant, and to change paragraphs to show complete information on the new corp. and the amendment was accepted.

No. Jersey Bcstg. Co. Inc., Paterson, N. J.—Granted petition for leave to amend its application for FM station so as to show current information in re officers, directors and stockholders; to supply revised engineering data, etc. and the amendment was accepted.

West Ala. Bcstg. Co., Tuscaloosa, Ala.—Granted in part petition for extension of time within which to file proposed findings of fact in re Dockets 7178 and 7177, and the time within which the West Ala. Bcstg. Co. may file its proposed findings in Docket 7178, was extended to and including July 23.

News Syndicate Co. Inc., New York—Granted petition for leave to amend its application for an FM station so as to show current information concerning costs of construction and monthly operating expenses, and to supply complete engineering information, etc. and the amendment was accepted.

Independent Bcstg. Co., Des Moines, Iowa—Granted petition for leave to amend its application for a new station, to show a new DA pattern and revised engineering information, and the amendment was accepted.

Atlantic Bcstg. Co. Inc., New York—Granted petition to dismiss without prejudice application for a new FM station.

Star Bcstg. Co. Inc., Pueblo, Colo.—Granted petition requesting the Commission to incorporate an affidavit by Frank S. Hoag Sr. into the proceeding held upon petitioner's application for CP. The affidavit was accepted, the record reopened, and without further hearing the affidavit of Frank S. Hoag Sr. is made a part of the record in this docket.

N. M. U. Bcstg. Co. Inc., New York—Granted petition for leave to amend its application for FM station so as to show increase in authorized common stock from $50,000 to $100,000; to show revised information on proposed programming, and the amendment was accepted.

Paris Bcstg. Co., Paris, Tenn.; James A. Dick, et al, d b as Paris Bcstg. Co.; Tenn.-Ky. Bcstg. Co. Inc., Paris, Tenn.—Denied joint petitions requesting the Commission to schedule the consolidated hearing in re these applications for July 24.

Edward J. Noble and American Bcstg. Co. Inc.—Granted petition for waiver of Sec. 1.304 (a) of the Commission's rules; said rules were waived, and written appearance of petitioners in re transfer of control of stations WXYZ and WOOD was accepted.

Port Huron Bcstg. Co., Port Huron, Mich.—The Commission ordered, upon its own motion, the continuance of the hearing on application for renewal of license, now scheduled for July 10, to Sept. 16.

KTKC Visalia, Calif.—The Commission, on its own motion, ordered that the hearing on application for a CP be scheduled for 10 a.m. Aug. 7, at Fresno, Calif., and for 10 a.m. Aug. 8 at Visalia, Calif.

Medford Printing Co. and S. W. McCready, Medford, Ore.—The Commission, on its own motion, scheduled the consolidated hearing upon these applications for July 29, at Medford, Ore.

Lake Bcstg. Co. Inc., Gary, Ind.—The Commission, on its own motion, continued the hearing on application for CP, now scheduled for July 8 to July 24.

KSEI Pocatello, Ida.—The Commission, on its own motion, removed from the hearing docket application for CP, heretofore scheduled for consolidated hearing with application of KVAN.

John W. Fitzgibbons, Roy Jarman and Temple V. Ehmsen, Oregon City, Ore.; B. Loring Schmidt, Salem, Ore.—The Commission, on its own motion, ordered that the consolidated hearing on these applications, be scheduled for July 31 at Salem, Ore., on the application of B. Loring Schmidt, and Aug. 1, at Oregon City, Ore., upon application of John H. Fitzgibbon, et al.

Port Arthur Bcstg. Co., Port Arthur; Lake Shore Bcstg. Co., Port Arthur, Tex.—The Commission, on its own motion, and at request of counsel for applicants, scheduled the consolidated hearing on these applications for July 29 and 30 at Wash., D. C.

George W. Trendle, John H. King, H. Allen Campbell and Howard C. Pierce, and American Bcstg. Co. Inc.—Granted petition for waiver of Sec. 1.384(a) of the Commission's rules, and accepted written appearance of petitioner in re application for transfer of control of stations WXYZ and WOOD.

Electronic Time Inc., New York—Granted motion for continuance of hearing now scheduled for July 8, and continued same to Sept. 9.

JULY 9

BY COMMISSIONER HYDE

KMA Shenandoah, Iowa—Dismissed petition for leave to intervene in the hearing on application of Independent Bcstg. Co. for CP scheduled for hearing July 15.

Radio Station WSOC Inc., Charlotte, N. C.—Granted in part petition requesting continuance of consolidated hearing upon applications of Radio Station WSOC Inc., et al, and the hearing now scheduled for July 15 was continued to July 24.

BY ADMINISTRATIVE BOARD

WHHT Durham, N. C.—Granted modification of CP, which authorized a new station, for approval of antenna and approval of transmitter location at Alston Ave. extended, Durham, N. C.

WHSC Hartsville, S. C.—Granted modification of CP which authorized a new station, to change transmitter and studio locations from Swift Creek Highway, Hartsville, and 1321 Carolina Ave., Hartsville, respectively, to: Just east of U. S. Highway No. 15 and ½ mi. south of city limits of Hartsville, and extend commencement and completion dates from 7-13-46 and 1-13-47 respectively, to 60 days after grant and 180 days thereafter.

WSYR-FM Onondaga, N. Y.—Granted special temporary authority to operate on 93.5 mc. using 250 w GE-BT-1A

(*Continued on page 81*)

AT&T SEEKING MORE ROAD MOBILE RADIO

THE American Telephone and Telegraph Co. has applied to the FCC for authority to install mobile radiotelephone service on three more inter-city highways totalling more than 800 miles, in addition to the two highway mobile radiotelephone service between New York and Boston and between Chicago and St. Louis already granted and now under construction, it was announced last week.

The routes applied for are the highways between Washington and New York; Buffalo and New York, via Albany; and Los Angeles and San Diego. The New York-Washington highway will have transmitting and receiving stations near New Brunswick, Philadelphia, Wilmington, Baltimore and Washington, constituting an extension of the Boston to New York system. In addition to the New York station on the New York-Albany-Buffalo route, the Bell System plans to install transmitter-receivers near White Plains, Poughkeepsie, Albany, Fonda, Utica, Syracuse, Rochester and Buffalo. Servicing vehicles on the Los Angeles-San Diego highway, transmitter-receivers will be erected on Mt. Wilson and Mt. Woodson, near the respective cities.

With the five routes totalling nearly 1,400 miles, authority has also been granted for Bell System highway radiotelephone stations in Cincinnati and Green Bay, the latter city having completed construction of the equipment, with an application for a license pending before the FCC.

FRED FLETCHER'S FAIRY TALES

Heard regularly over

The Tobacco Network and other North Carolina Radio Stations

NOW AVAILABLE YOUR STATION

LIMITED NUMBER OF PRESSINGS AVAILABLE

The Fairy Tale Network

Radio Station WRAL
Raleigh, N. C.

"There's a great radio show coming into your life if you–

Listen to ABC"

STATION TIME, coverage and such are important, but experience-wise advertisers know "the show's the thing." That's why ABC offers you program service that can really deliver when you're casting about for a new show.

Just look at the record!

ABC has developed a barrel of successful programs. For example, there's *Breakfast in Hollywood*, frequently in first place among all daytime shows . . . *Counterspy*, currently earning a 7.1 Sunday afternoons after showing an even higher rating in evening periods . . . *Breakfast Club*, another morning show that rarely gets below second place among all network morning shows . . . *My True Story*, currently averaging a 4.8 daytime rating . . . *Bride and Groom*, a new afternoon show in the ABC technique that Sterling Drug bought after a few initial broadcasts . . . and *Right Down Your Alley*, another brand-new show which has just been snapped up by an alert sponsor, Hastings Manufacturing Company.

Interested in the Future?

What have we got available for you right now—this minute? Just take a good look at these excellent buys:

FAMOUS JURY TRIALS. Because of its many years of uninterrupted broadcasting, undoubtedly one of the best known programs on the air. It's now earning a 7.8 Hooper, or a 25.2 share of audience! Offers the advertiser one of the largest audiences in radio without gamble and at a bargain price. Saturdays, 8:30-9:00 P. M., EDST.

FOREVER TOPS. Paul Whiteman, the biggest name in modern music, at his best. His new show is already well on the way to building a steady, loyal audience that spells sales for some sponsor. Now on ABC Mondays 9:30-9:55 P. M., EDST.

I DEAL IN CRIME. Bill Gargan playing Ross Dolan, "a private eye," puts over an outstanding job of script writing. Listen in next Monday 9:00-9:30 P. M. and see if you don't agree this is a show that's going places.

SO YOU WANT TO LEAD A BAND. Here's a chance to make Sammy Kaye your star salesman! His great new show combines audience participation, cash and merchandise prizes from Sammy Kaye's famous Band Box, swing music, vocalists, humor and showmanship into sure-fire entertainment for the whole family. What's more, you can have this big variety show out on the road working for you night after night—giving your dealers a chance to merchandise the living daylights out of your product. New time—Tuesdays, 8:30-9:00 P. M., EDST.

THE FAT MAN. This Dashiell Hammett detective-thriller has already set a record. In just a few months it has shot up to a 7.3 rating with a 21.8 share of audience. In the hands of an advertiser who knows how to smash-promote a good show, *The Fat Man* could become one of the biggest things in radio. Mondays 8:30-9:00 P. M., EDST.

THE COURT OF MISSING HEIRS. Back on the air after a war vacation, this is the same program that proved itself over a period of three years with an average Hooper of 8.4 and a high of 13.3. Listen Wednesdays at 9:00 P. M., EDST.

ESQUIRE SPORTS PARADE. A natural for the manufacturer who wants a male-appeal show. Says Variety, "Aired in conjunction with Esquire magazine, the show has snap, good continuity, and boasts of a very adult job of writing by Ken Houston . . . timing is excellent . . . fast and intelligent script. Outstanding is Paul Barnes, whose deep quiet pipes add dignity to the show." Wednesdays, 10:00-10:30 P. M., EDST.

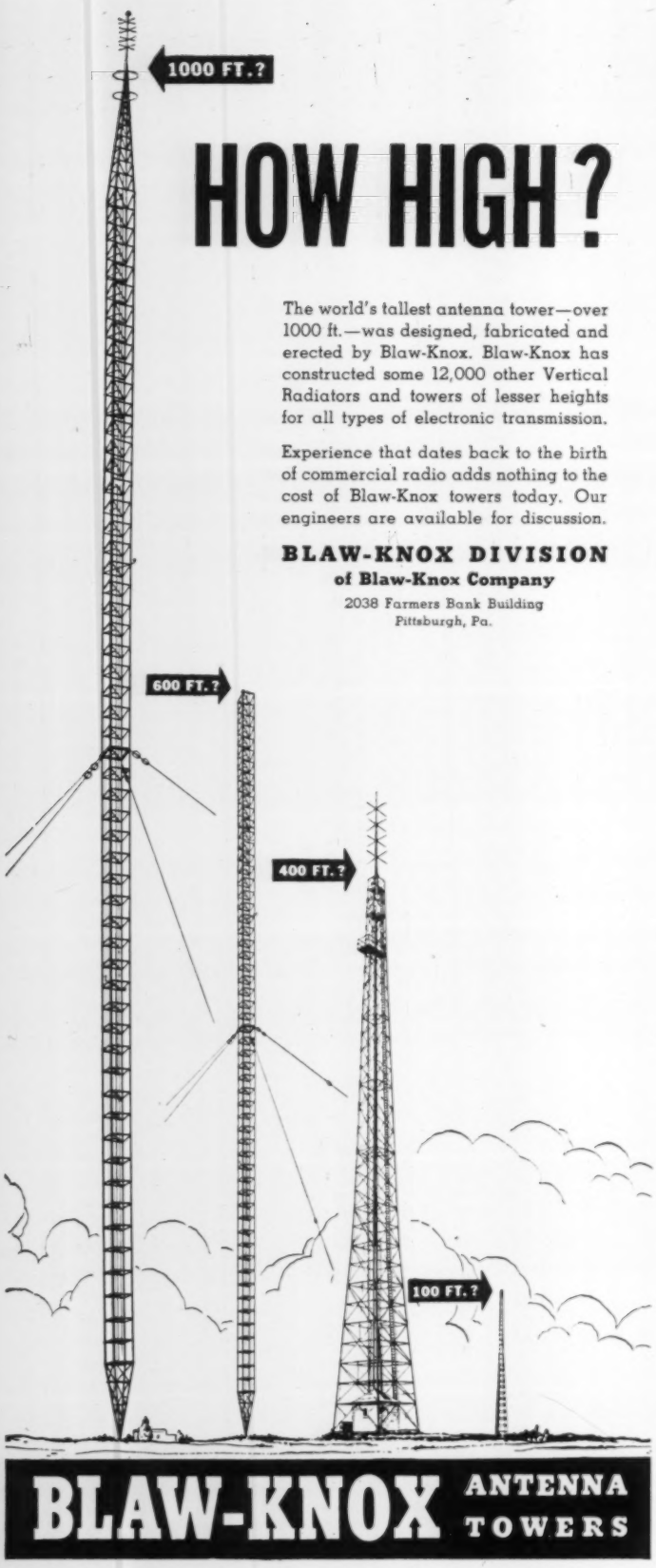
Space prevents a full listing, but here are a few more shows now being readied and soon to hit the air: two brand-new participationers—*The Society of Amateur Chefs* starring Alan Prescott, a riot of fun in the kitchen; and *Meet Me at the Astor*, with Walter Kiernan presiding as the Tom Breneman of New York.

Looking for comedy? ABC is bringing out two new ones! A half-hour show starring Henry (Here's) Morgan and a new program built around Ray Wencil, graduate of night clubs and vaudeville. Ray has been wowing the G. I.'s abroad and gives promise of being that great new comedian sponsors are praying for.

When you think of radio in terms of a new show, check with ABC.

American Broadcasting Company

A NETWORK OF 207 RADIO STATIONS SERVING AMERICA



HOW HIGH?

The world's tallest antenna tower—over 1000 ft.—was designed, fabricated and erected by Blaw-Knox. Blaw-Knox has constructed some 12,000 other Vertical Radiators and towers of lesser heights for all types of electronic transmission.

Experience that dates back to the birth of commercial radio adds nothing to the cost of Blaw-Knox towers today. Our engineers are available for discussion.

BLAW-KNOX DIVISION
of Blaw-Knox Company
2038 Farmers Bank Building
Pittsburgh, Pa.

BLAW-KNOX ANTENNA TOWERS

WELCH LEAVES FCC FOR OWN PRACTICE

VINCENT B. WELCH, of the New AM Facilities Section, Broadcast Division, FCC Law Dept., resigned last week to enter private practice in Washington, D. C.

Mr. Welch

Mr. Welch will be associated with Harold Mott [BROADCASTING, June 10], under the firm name of Welch & Mott, with offices at 1511 Pennsylvania Ave., N. W. Firm will engage in general practice, specializing in radio and communications law.

Mr. Welch joined the legal staff of the FCC in August 1941. On leave from the Commission, Mr. Welch served in the Southwest Pacific attached to Naval Aviation. He returned to the Commission in November 1945 and was assigned to the New FM Facilities Section, transferring to the AM Division in January of this year.

Mr. Welch, born in Portland, Me., Oct. 3, 1917, is a graduate of Bowdoin College and the Harvard School of Law. He married the former Barbara Gross of Philadelphia.

KFBK HOLDS RADIO CLASS FOR SUMMER

PATTERNED after its 1945 school which had a registration of over 100 area school teachers, KFBK, McClatchy Broadcasting Co., Sacramento, is holding its second Radio Summer School, July 5-Aug. 4. No fee is charged and city school teachers receive credits.

Director of the school is Leo Ricketts, KFBK manager, and leader is Elizabeth Goudy Noel, chairman of the radio committee of the Audio-Visual Education Assn. of Southern Calif. and an instructor in radio production at Vallejo College.

Faculty includes four members of ABC network with which KFBK is affiliated. They are Robert Saudek, manager of the public service division; Francis Conrad, station relations manager of the Western Division; J. Donald Wilson, writer-producer for the Western Division; Frank LaTourette, news and special events manager of the Western Division.

In addition, McClatchy Broadcasting Co. personnel on faculty includes: John Groller, program director; Frances Frater, educational director; Emil Martin, music director; Norman Webster, technical director.

The school is but one of the five this year being held by McClatchy stations. KOH Reno concluded its school May 9; KERN Bakersfield finished its courses July 2; schools in KWG Stockton and KMJ Fresno will be held in the fall.

TECHNICAL

PAUL F. McDONALD has switched from WOW Omaha to KOAD, World Herald FM station, as transmitter engineer.

BEN BURDETTE and **VINCENT CLAYTON**, KSL Salt Lake City Utah transmitter technicians, were awarded B.S. degrees in Business Administration and Electrical Engineering, respectively, by the U. of Utah.

FRED EDWARDS, WTIC Hartford, Conn. engineer, is the father of a girl, Marion Beth.

CKEY Toronto, had a weiner roast at the transmitter site at Scarborough, Ont., and guests taken on a tour of the transmitter. The technical staff was host, and 75 staff members and friends attended.

ROGER W. LOVE, separated as Signal Corps officer following service in India, has returned to engineering staff of ABC western division Hollywood headquarters.

COMMDR. ERNEST G. UNDERWOOD, released from the Navy after five and a half years as chief of Wahiawa, Hawaii and Imperial Beach, Calif., Navy radio stations, has returned to KFRC San Francisco as chief engineer.

WMFF Plattsburg, N. Y., has installed a new transmitter under direction of Jack Nazak, chief engineer. It is of same power as former transmitter.

EDWARD J. RAPCIAK, after more than two years in the Army, has returned to NBC Central Division maintenance department.

FM Station in Evanston To Be on Air by Dec. 15

FIRST FM station in Evanston, Ill., is expected to go on the air by Dec. 15, following grant by CPA for construction of a 1 kw class A FM station to WEAW, doing business as the North Shore Broadcasting Co. Edward A. Wheeler, president of North Shore, said plans call for a broadcast schedule from 3 to 10 p. m. with programming devoted principally to classical and semi-classical music, news and public service features.

Mr. Wheeler said arrangements have been made with Northwestern U. to originate all local news programs from its own studios. Station, which will operate on 104.3 mc, channel 282, will be located at 2425 Main Street, Evanston. By end of first year of operation, Mr. Wheeler said station hoped to be 50% commercial.

Services used will be United Press and World Broadcasting. All transmitter equipment will be General Electric. Station is owned jointly by Mr. Wheeler and Leonard Dayton, both discharged servicemen.

Planning Board Elects

THE ADMINISTRATIVE committee of the Radio Technical Planning Board of the Institute of Radio Engineers met in New York last Wednesday to elect officers for new one year terms effective Oct. 1, 1946. Haraden Pratt, McKay Radio, was reelected chairman; J. L. Middlebrooks of the NAB, was elected vice chairman; George W. Bailey, executive secretary of IRE, was elected secretary and Will Baltin, Television Broadcasters Assn., was reelected treasurer.

Announcing a NEW FM Phase-Modulation Tube

Revolutionary in design and performance

Achieves modulation by providing a rotating "wheel" of electrons, which is advanced or retarded in speed by magnetic fields produced by audio-frequency currents.

DIRECT CRYSTAL FREQUENCY CONTROL WITH ONLY ONE CRYSTAL. NO MOTORS OR REACTANCE-TUBE TUNING.

Type GL-2H21
PHASITRON

Ratings for Typical Operation

Heater voltage	6.3 v	d-c
Heater current	300 ma	d-c
Voltage, solid anode	250 v	d-c
Voltage, perforated anode	200 v	d-c
Voltage, 1st focus electrode	10 v	d-c
Voltage, 2nd focus electrode	25 v	d-c
Voltage, 3-phase deflectors	85 v	d-c
Voltage, neutral deflector	30 v	d-c
Driving voltage, r-f	35 v rms	
Audio driving power	50 mw	

Pioneered by Zenith—developed, designed, and built by General Electric—the new PHASITRON tube offers sensational advantages to manufacturers and users of FM transmitters.

Several tuned circuits, with their tubes and other components, are eliminated by Type GL-2H21. Greater frequency stability—less distortion—a lower noise level—these are important improvements in FM transmitters made possible by the PHASITRON.

Use of Type GL-2H21 produces a straightforward FM transmitter design, one which is easier to tune—also it means less maintenance for the transmitter operator, as well as a simpler, more reliable product in the 88 to 106-megacycle band.

Fast service by G-E tube engineers is available to manufacturers who wish to consider the PHASITRON for their new FM transmitter circuits. Phone your nearest G-E office, or communicate direct with *Electronics Department, General Electric Company, Schenectady 5, N. Y.*

GENERAL ELECTRIC

161-E3-6850

TRANSMITTING, RECEIVING, INDUSTRIAL, SPECIAL PURPOSE TUBES • VACUUM SWITCHES AND CAPACITORS

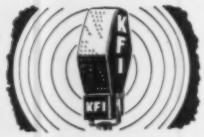
THE REVERSE REQUEST

A short time ago, the star performer in the early dawn—TOM OWENS—was removed from this station's schedule to make room for some new and pressing business in his 6:15 to 6:45 a.m. time period. TOM'S mail count was mighty fine for a participating show at the aforementioned hour, so we naturally expected a certain amount of squawk from his fans. But hold your hats boys when we tell you that a much louder rejoinder came from THOSE SATISFIED ADVERTISERS USING HIS PROGRAM REGULARLY. Well, gentlemen, when a station is confronted with this situation, the sensible thing to do is to reinstate the attraction. We are pleased to announce that TOM OWENS is again holding forth with folksy music and plebeian philosophy from 6:30 to 6:45 a.m., daily.

(footnote)

Knowing as you do how business comes and goes on participating shows, we suggest that you be in touch with KFI Sales or Edward Petry Co. for coming availabilities on TOM OWENS.

CITATION FOR SERVICE



The name of W. B. Ryan, General Manager of KFI, has been entered on the Honor Kole of the Los Angeles County Tuberculosis and Health Association. Citation was made for his direction of KFI's outstanding public service record in programming devoted to problems of health.

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

NEW Mutual series, 10:30-11 a.m. Sunday, is "Tone Tapestries," featuring Robert Norris, violinist, and Francis J. Cronin, organist. Show originates from WNAC Boston. The half-hour is just music, with announcements at the end, when a summary of the program is given.

Tourists' Data

DATA for tourists goes out daily on CFOR Orillia, Ont., on two programs conducted during the summer months. "Tourist Guide," is noon-hour program telling visitors where to go, what to see, interesting historical facts, data on hunting and fishing. "The Tourist Speaks," an afternoon half-hour program is a program of interviews with visitors, staged at the city limits Orillia Board of Trade information office.

Hammett Series on ABC

DASHIELL HAMMETT'S "The Adventures of Sam Spade" started Friday, 8 p.m. (EDT) on ABC. Mr. Hammett selected William Spier to produce and direct the mystery series, based on the fiction character, Sam Spade. Wildroot is sponsor.

Labor-Management Views

CONTINUING policy of presenting both sides of labor-management problems, ABC July 6 started another sustaining series 6:45-7:15 (EDT), with first segment devoted to the AFL—"Labor, U. S. A."—followed by the National Assn. of Manufacturers' "It's Your Business." Previously, views of CIO and the U. S. Chamber of Commerce were heard.

Human Interest Sustainer

NEW WMAZ Macon, Ga. weekly sustainer is "Feature Story," program consisting of human interest and feature stories of Macon and neighboring communities. Frank Hubbs, WMAZ news editor, is narrator of program.

WKNB Plans

DAILY devotional services and weekly remote control broadcasts direct from the pulpits of local churches are planned by WKNB New Britain, Conn. Station expects to go on air about August 1 on 840 kc.

PROGRAMS

KYW Presents

KYW PHILADELPHIA has started new half-hour weekly sustainer titled "KYW Presents," program stressing station's current programs, public service features and talent. Heard Monday night, show uses live talent.

Studio Orchestra Show

NEW STUDIO band, lead by Joey Kearns and featuring vocals by Alan Foster, formerly with Sammy Kaye, is now heard five-weekly over WCAU Philadelphia. Mr. Kearns formerly led WCAU house band, prior to entry in the armed forces.

Weather Jingle

WWDC WASHINGTON, D. C., combines daily weather report in "jingle" style, with timely current topic comment. Tag-line on July 4 forecast was:

"With July the Fourth traffic, keep a watchful eye,
So you'll still be around on the Fifth of July."

Both Sides Heard

DURING recent San Francisco trolley strike, KPO-NBC San Francisco gave time to both Mayor Roger D. Lapham, of that city, and the AFL and CIO unions, participating in the strike.

Air Mail Anniversary

WTAG Worcester, Mass., on July 6 broadcast the celebration of the 20th anniversary of New England air mail service. Originating from Worcester's Franklin Square, broadcast featured Gil Hodges, WTAG announcer, describing a helicopter landing and picking up mail. There were several guest speakers on the program.

Political Debate

SEN. JOSEPH H. BALL (R-Minn.) and Harold J. Laski, former head of the British Labor Party, debated "Can Capitalism or Socialism Promote a Better Society," on the "People's Platform" (CBS 10-10:30 p.m., EST) a fortnight ago. Mr. Laski spoke from the BBC studios in London, Sen. Ball from WTOP-CBS Washington, marking the 400th consecutive broadcast of the forum.

'Whistle' Coast-to-Coast

CBS mystery show, "The Whistler," is now aired coast-to-coast, as of July 3. Show is broadcast to West Coast Monday, 9-9:30 p.m. (PST), and repeated live to the East as summer replacement for Jack Carson show, Wednesday, 7-7:30 p.m. (EST). Signal Oil Co. is Monday sponsor; show is sustaining on Wednesday. George Allen, Columbia Pacific Network program director, is producer.

Caisson Choir on Air

THE CAISSON CHOIR, in its first performance as a civilian group, last Tuesday, 9-9:30 p.m., broadcast a special musical-dramatic program on WTOP Washington. Under the direction of Thomas Reid, the Negro choir, composed of men from combat groups, toured the war theatres entertaining troops, and making recordings. Script for broadcast, featuring racial cooperation theme, was written by John Young, Washington correspondent of Pittsburgh Courier.

New Civic Series

NEW public service series, "Operation Home Town," started on KDKA Pittsburgh July 7, 4:30-5 p.m., written by Katherine Kuhn, a student at U. of Pittsburgh class in radio writing. Series, of civic interest, will continue to Sept. 29.

Curbstone Quiz

WCOP Boston has started a new series, "Curbstone Quiz," in which passers-by are asked questions by Nelson Bragg as "The Mayor." Program is heard Monday-Friday, 1:15-1:30 p.m. Pay off is 50c for correct answer.

Students Forum

IN COLLABORATION with students and members of the faculty of the U. of Chicago, WBBM Chicago, is presenting "Students Forum, U. of Chicago." Initial broadcasts were concerned with present housing shortage and its effects.

Vets' Service

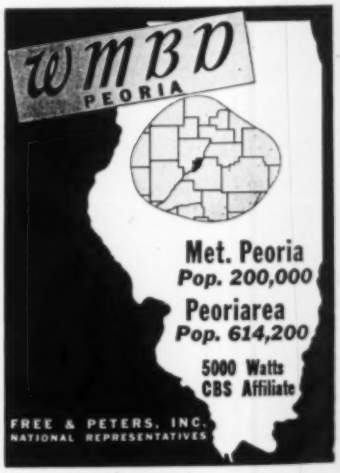
AS PUBLIC service to keep veterans posted on accumulating rights and advantages under current and pending legislation, and in cooperation with State Bar Assn. of California, KFI Los Angeles has started weekly half hour "Report to Veterans." Series section by section interprets the G.I. Bill of Rights and methods by which it may be put into operation by individual veterans.

I'm a *Western Electric* CARDIOID

I don't want to brag, but I can give you a choice of six directional microphone patterns with the pick-up selector that's right on the back of my head. I'm at home anywhere—in the finest broadcast studios and in high quality sound systems indoors and outdoors.

My performance has made me popular the world over. To learn more about me—

ASK YOUR
GraybaR
BROADCAST REPRESENTATIVE

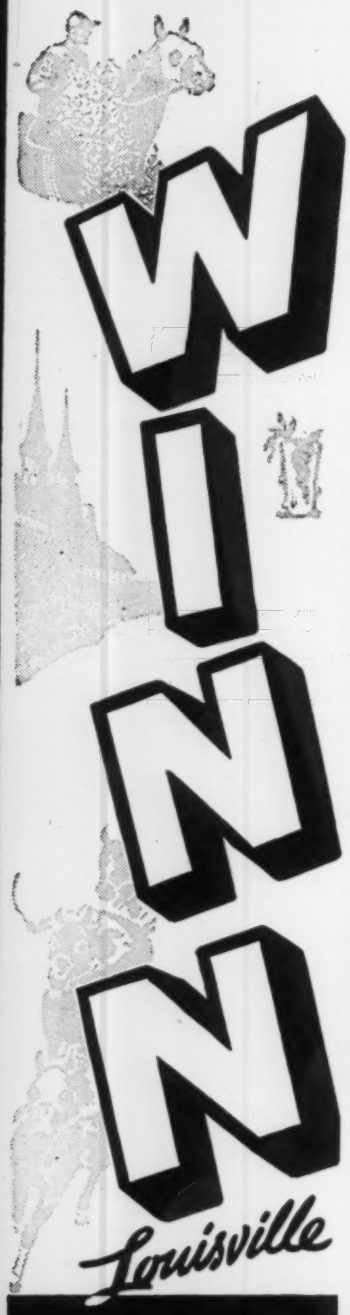


BOSTON'S BEST BUY!

WORL

THIS LITTLE BUDGET WENT TO THE
"920 CLUB"

Boston, Massachusetts



AMERICAN
WINN
BROADCASTING COMPANY
•
Represented by
BROADCAST SALES COMPANY
New York & Chicago
HOMER GRIFFITH COMPANY
Hollywood & San Francisco
HARRY McTIGUE General Manager

Sponsors

WILLIAM H. WISE & Co., New York (books), is now sponsoring William Lang, commentator on ABC, Thursday 11:45-noon (EDST). Agency is Huber Hoge & Sons.

BOOK-OF-THE MONTH CLUB, New York, effective July 28 for 13 weeks renews "Let's Go To The Opera" on WOR New York, Sunday, 7-7:30 p.m. Agency is Schwab & Beatty, New York.

GERTZ DEPARTMENT STORE, Jamacia, L. I. is sponsoring the telecast performance of "The Fitzgeralds," 8-8:30 p.m. effective July 9 for four weeks through a direct contract with ABC. The show originates from WABD DuMont station, New York.

STANDARD BRANDS, New York, last week sponsored telecast of the National Professional Tennis Championships from Forest Hills, L. I., on WNBT New York, NBC television station. Matches were televised Monday, Tuesday, Thursday, Saturday and Sunday, 1:30 p.m., with Standard Brands featuring Chase & Sanborn coffee and Tender Leaf tea on alternate days of the live pickups. Agency is J. Walter Thompson Co., New York.

ARDEN FARMS Co., Los Angeles (chain dairy products, ice cream), on July 8 started sponsoring daily quarter hour cooperative ABC "Baukhage Talking" on KPHO Phoenix. Contract is for 13 weeks. Productive Adv. Agency, Los Angeles, has account.

CHATTANOOGA MEDICINE Co., Chattanooga (Black-Draught), on July 1 started six weekly spot announcement schedule on KMPC Hollywood. Contract is for 18 weeks. Agency is Nelson Chesman Co., Chattanooga.

News

CRAIG HARRIS, KLX Oakland announcer and a veteran of the Pacific, is covering local news events from a Piper Cub, reporting over mike installed in plane.

EDGAR KIRK, news editor of WPTF Raleigh, N. C., has been appointed regional promotion director for the newly - organized National Assn. of Radio News Editors.

Mr. Kirk

KERM TRIMBLE, former news editor and director of special events of KOIL Omaha, is now news head of KROY Sacramento. He is a veteran of 16 months in ETO attached to the Ninth Armored Division. In 1937 he organized and was principal stockholder of the Emporia (Kans.) Broadcasting Co., and for two years was general manager of KTSW Emporia. He also took an active part in organizing the Kansas State Network.

LIEUT. GENE GODT is back at WHO Des Moines news bureau as writer and newscaster after 40 months in Navy, part of it in South Pacific.

ARTHUR HOLCH, of CBS Chicago news staff, joins NBC Chicago July 16 as news editor, replacing **JOHN R. FAHEY**, who resigned to do graduate work at Harvard.

LARS SKATTERBOL, after two years service as a lieutenant in the Merchant Marine, has returned to the ABC newsroom staff. After spending 27 days at sea in an open life-boat following a torpedoing during the war, Mr. Skatterbol published an account of his adventures in a book titled: "The Last Voyage of the Quien Sabe."

KENESAW MOUNTAIN LANDIS II, son of the late Baseball Commissioner Judge Landis and columnist for the Chicago Sun and other Midwest newspapers, will broadcast "Commentary on the News," each Monday over WKMO Kokomo, Ind.

DICK SIMMONS, formerly with Press News, Toronto, has been appointed news editor of CKEY Toronto, succeeding **DR. E. W. MacDONALD**, who has been appointed professor of philosophy at the U. of British Columbia, Vancouver.

LARRY LESUEUR, CBS foreign correspondent in Hollywood for 10 days, addressed Los Angeles Advertising Club July 2.

UNITED REXALL DRUG Co., Los Angeles (Rexall products), on Aug. 19 starts sponsoring a five weekly quarter hour musical program on KNX Hollywood. Contract is for 52 weeks with placement through BBDO Los Angeles.

CANADIAN OIL Co., Montreal (White Rose products), has started six weekly morning newscasts on CKEY Toronto. Agency is McConnell Eastman, Montreal.

FONTAINE WATCH Co., Toronto (watches), has started time signals on CHUM Toronto. Agency is R. C. Smith & Son, Toronto.

SUN OIL Co., Toronto (oil and gasoline), has started spot and flash announcements on 16 Canadian stations and newscasts on CKEY Toronto, CKNX Wingham, Ont. Agency is Tandy Adv. Agency, Toronto.

GILLETTE SAFETY RAZOR Co. of Canada, Montreal, has named MacLaren Adv. Co., Montreal, as its Canadian advertising agency. Present plans call for continuation of current radio programs.

ROYAL BAKING Co., Salt Lake City, Utah, under new contract, is sponsoring transcribed show, "Sincerely, Kenny Baker," 10:15 Mon.-Fri. Previously, firm sponsored "Manhattan Music" in three quarter-hour programs a week.

ANDREW WILLIAMS Co., Oakland, Calif. (food mart), has started four weekly half-hour transcribed "Musical Showcase" on KROW Oakland. George Taylor Agency, San Francisco, has the account.

VILLAGE INN, Glendale, Cal. (restaurant), with Dorothy Knox as m.c., has started new type 15-minute audience participation quiz program "Know Your Neighbor" on KIEV. Broadcast originates weekly from civic club luncheons; questions center on civic activities and local personalities.

WARD D. HUME Co., Walnut Creek, Calif. (realtor), has started quarter-hour weekly "Bill Gwinn Show" on KFRC San Francisco. Contract is for 52 weeks.

RAY-VITE Labs., Vancouver (proprietary), is starting spot announcements on western Canadian stations. Agency is J. J. Gibbons, Vancouver.

DOMINION CORSET Co., Ltd., Quebec, will start in October a French program "Tour d'Horizon" on CKAC Montreal, and other French stations. Agency is Ronalds Adv. Agency, Montreal.

HUDSON'S BAY Co., Vancouver (department store chain), has started six weekly sports round-ups on CKWX Vancouver. Account was placed direct.

TAYLOR & PEARSON (B.C.) Ltd., Vancouver (automobile supplies), has started recorded program "Columbia Record Shop" on CKWX Vancouver. Account was placed direct.

CALIFORNIA FRUIT GROWERS EXCHANGE, a new account, signed with KYW Philadelphia, for eleven station breaks for Sunkist Lemonade, placed through Foote, Cone and Belding, Los Angeles.

VICK CHEMICAL Co. has signed a 52 week contract with KYW Philadelphia for three early evening programs per week for Vaporub and other Vick products. It will be a transcribed program featuring singer Barry Wood. Account was placed through Morse International, New York.

COLGATE - PALMOLIVE - PEET Co. placed two announcements weekly for 52 weeks over KYW Philadelphia for Halo Shampoo, placed through Sherman & Marquette Agency.

BENRUS WATCH Co., New York (watches), on July 8 started five weekly quarter hour "Sports Final" with Dick Fishell on KFWB Hollywood. Contract is for 52 weeks. Agency is J. D. Tarcher & Co., N. Y.

HOLMES P. TUTTLE, Los Angeles (Ford dealer), July 8 started five weekly 10-minute participation in recorded "Music Hall" on KMPC Hollywood. Contract is for 52 weeks. Agency is Lockwood-Shackelford Adv., Hollywood.

COMMERCIAL INVESTMENT Co., Portland, has appointed Simon & Smith Adv., that city, to handle advertising and will use local radio along with other media.

PRINAL PERFUMES, Los Angeles, has appointed Jeanette Cain Adv., Los Angeles, to handle regional advertising.

BURKE-MAYER & Assoc., Los Angeles (toys), has also appointed that agency to service its account.

GOLDBLATT Bros., Chicago department store, doubled their advertising budget on WGN by increasing their sponsorship of "Let's Have Fun" audience participation show, Monday-Friday from 15 to 30 minutes, 12:30-1 p.m. (CDT). Company also began sponsorship July 13, of "Teens and Tunes" aimed at juvenile listeners.

SAFEWAY STORES, Oakland, (Monte Cristo Wines), following summer layoff, on Sept. 3 resumes "Count of Monte Cristo" on 18 Don Lee California stations, Tues., 8-8:30 p.m. (PST). Carleton Young will continue in title role with Anne Stone supporting. Gayne Whitman and Hal March are co-announcers with Bob Nye, Hollywood producer of Foote, Cone & Belding, agency servicing account.

DOMINION OF CANADA, Department of Veterans Affairs, Ottawa (employment of veterans), has started spot announcements on a large number of stations to advertise skills of veterans seeking employment. Account was placed by Stewart-Lovick Ltd., Toronto.

S. P. MYERS Co., Montreal (Montrose watches), has started time signal spots on a number of Quebec stations. Agency is J. J. Gibbons Ltd., Montreal.

Network Accounts

Renewal Accounts

LOS ANGELES SOAP Co., Los Angeles (White King granulated soap, Sierra Pine toilet soap, Scotch Triple Action Cleanser), on July 2 for 52 weeks renewed "Breakfast News" on 40 Don Lee Pacific stations, Tues., Sat., 7-7:15 a.m. (PST). Agency: Raymond R. Morgan Co., Hollywood.

J. A. FOLGER & Co., San Francisco (coffee), on Aug. 9 for 52 weeks renews "Breakfast News" on 40 Don Lee Pacific stations, Mon., Wed., Fri., 7-7:15 a.m. (PST). Agency: Raymond R. Morgan Co., Hollywood.

FERRY-MORSE SEED Co., Detroit, on Aug. 2 renews for 52 weeks, "Time For Rolly Langley" on 6 CBS California stations, Fri., 3:30-3:45 p.m. (PST). Agency: McManus, John & Adams, Detroit.

Net Changes

SUMMER SUSTAINER program replacing "Truth and Consequences," Sat., 8:30-9 p.m. on NBC effective July 13, will be "Honeymoon in New York." Former show returns to the air in September.

IN EASTERN NORTH CAROLINA
WRRF
COMPLETELY COVERS THIS
HUNDRED MILLION DOLLAR MARKET
Over 600,000 Population
67,144 Radio Homes
6,188 Retail Outlets
Annual RETAIL SALES
Over $100,000,000
Served by
WRRF The American Network Station
Write Us Today for Our New Informative Folder
TARHEEL
BROADCASTING SYSTEM, INC.
WASHINGTON, NORTH CAROLINA
National Radio Representatives
FORJOE & CO.
New York • Chicago • Philadelphia

DOUBLE EXPOSURE
of Texas' Greatest Markets

DOUBLE COVERAGE WITH WRR-KFJZ FOR ONE PRICE

WRR and KFJZ *now* offer a one-two punch at the Billion Dollar Dallas-Fort Worth Markets. One price, with no extra costs, will let you hit Texas' largest market area with two established 5000 watt stations either simultaneously or at separate hours.

W R R
5000 WATTS
1310 KC.
K F J Z
5000 WATTS
1270 KC.

MARKET DATA
.5 MILLIVOLT AREA

Population	1,902,700
Retail Sales	$ 963,424,000
Food Stores	$ 237,279,000
Gen. Mds.	$ 200,767,000
Drug Stores	$ 51,153,000
Buying Income	$1,996,237,000
*Bank Debits	$9,106,710,000
†Radio Homes	376,844

*Fort Worth & Dallas Only
†Radio Market Data Handbook
All other data SM Survey Buying Power

Extensive surveys have established proof of the listener-loyalty of WRR and KFJZ . . . a combination of the two, offers double coverage of a tremendous market that *must* be included *on any radio schedule.*

Take advantage of a double opportunity and save costs at the same time.

TEXAS' BEST RADIO BUY
WRR DALLAS — **KFJZ** FT. WORTH
TWO STATIONS FOR ONE PRICE

NATIONAL REPRESENTATIVE
WEED & COMPANY
NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • HOLLYWOOD

FCC 1946 Grants Already Set Record

213 New Standard Applicants Receive Authorizations

By FRED FITZGERALD

ALREADY with new station authorizations in the AM, FM and television fields more than triple any other year in the FCC's history, last yearend's prediction that over one thousand such new stations would be added to the radio spectrum in 1946 [BROADCASTING, Dec. 31] is being fulfilled.

From Jan. 1 to July 10 alone, 213 new standard station applicants were given construction permits. To this figure can be added the 1946 commercial FM grants, 451, and the commercial television construction permits for this year, 20, which makes a total of 684 in slightly more than a half-year.

Tabulations of FM and television currently are being compiled and will be carried in subsequent issues.

Despite expected difficulties in procurement of equipment and anticipated lags due to CPA building restrictions more than 20 of the new AM stations have gone on the air, some in record time, and another dozen have indicated to BROADCASTING that their operations will begin in the next six to eight weeks.

Total number of standard stations in the U. S. according to the FCC, is now 1,215.

Multiple Grants

Noted in the 1946 standard grants has been FCC adherence to "survival of fittest" theory, with issuance of multiple grants in communities of such size as to pose a question mark on the feasibility of grantees further pursuing these CPs. Outstanding examples (population shown in brackets):

• Mobile, Ala. (78,720) — Already with two commercial stations; three new CPs in 1946.

• Gadsden, Ala. (39,975)—Already with one station; three more CPs issued.

• Bakersfield, Calif. (29,252)—One station now; two more CPs issued.

• Twin Falls, Idaho (11,851)—Now with one station; two new CPs issued.

• Pocatello, Idaho (18,133)—Already with one station; three new CPs issued this year.

• Mayfield, Ky. (8,619)—Three new stations granted this spring.

• Alpena, Mich. (12,808)—Two new stations authorized.

• Durham, N. C. (60,195)—Already with one station; three new CPs issued.

• Charleston, W. Va. (67,914)—With two stations now; three new stations authorized.

• Other multiple grants in Peoria, Ill.; Lexington, Ky.; Alexandria, La.; Savannah, Ga.; Glens Falls, N. Y.; Huntington, W. Va.

Similar postwar double grants in the fall of 1945 to applicants in Brawley, Calif., and Ellensburg, Wash., resulted in one of the grantees in each community dropping their CPs for economic unfeasibility reasons.

FCC Boxscore

STATUS of applications at FCC as of July 10:

AM—213 granted CPs in 1946; 329 in hearing; 337 pending.

FM—451 conditional grants made (of which 102 now CPs); 126 in hearing; 261 pending.

Television — 20 granted CPs; 25 in hearing; 33 pending; 75 dismissals; 1 denial.

Standard Stations Granted by FCC From Jan. 1 to July 10, 1946

D—Day *N—Night* *DA—Directional Antenna*

For principles involved, see BROADCASTING *issue subsequent to date of grant*

City	Call Letters	Licensee	Frequency in Kilocycles	Power in Watts	Date Granted
ALABAMA					
Andalusia	WCTA	Andalusia Bestg. Co. Inc.	1340	250	3/13
Birmingham	WKAX	Courier Bestg. Service Inc.	900	1,000-D	2/6
Birmingham	.....	Thomas N. Beach	1490	250	5/31
Cullman	WKUL	Cullman Bestg. Co.	1340	250	1/9
Gadsden	.....	G. W. Covington, Jr. (also licensee of WCOV Montgomery)	570	1,000-D	6/20
Gadsden	.....	General Newspapers Inc.	1400	250	6/20
Gadsden	.....	E. L. Roberts	1350	1,000-DA	6/20
Huntsville	WBHS	The Huntsville Times Co. Inc. (Same ownership as WSGN Birmingham)	1490	250	4/25
Jasper	WWWB	Walter W. Bankhead	1240	250	2/20
Mobile	WKRG	Giddens & Rester (minority interest in WAPO Chattanooga)	710	1,000-D	4/3
Mobile	.....	Pursley Bestg. Service	840	1,000-D	6/20
Montgomery	WMGY	Dixie Bestg. Co.	800	1,000-D	1/16
Selma	WGWC	G. W. Covington, Jr.	1340	250	2/13
Troy	.....	Troy Bestg. Corp.	1490	250	5/24
ARIZONA					
Douglas	.....	Carleton W. Morris	1450	250	6/13
Mesa	KARV	Ariz. Radio & Television Inc.	1400	250	5/24
Phoenix	KPSC	Sun Country Bestg. Co.	1450	250	4/10
ARKANSAS					
Fort Smith	KWHN	KWHN Bestg. Co. Inc.	1320	5,000-N 1,000-D	5/2
Harrison	KHOZ	Harrison Bestg. Corp.	1240	250	2/20
Paragould	KDRS	The Progressive Bestg. Co.	1490	250	5/10
W. Memphis	KWEM	West Memphis Bestg. Corp.	990	1,000-D	5/24
CALIFORNIA					
Bakersfield	KERO	J. E. Rodman (also licensee of KFRE Fresno)	1230	250	3/7
Bakersfield	.....	Bakersfield Bestg. Co.	1490	250	6/13
Calexico	.....	Charles R. Love	1490	250	5/24
Eureka	.....	Carroll R. Hauser	1240	250	6/13
Indio	KREO	Bestg. Corp. of America (also licensee of KPRO Riverside KROP Brawley)	1400	250	3/20
Lodi	KCVR	Central Valley Radio	1570	250-D	3/27
Paso Robles	KPRL	Leslie Henry Hacker	1230	250	3/7
Red Bluff	.....	Robert L. Weeks	1490	250	5/24
San Diego	KSDJ	Finley-McKinnon Bestg. Co.	1170	5,000	3/27
San Jose	KSJO	Santa Clara Bestg. Co. (Principals connected with ownership of KIEM Eureka, Calif., and KIUN Grants Pass, Ore.)	1590	1,000-D	4/17
San Jose	.....	Valley Bestg. Co.	1170	5,000-D	3/27
San Mateo	KHWA	Amphlett Printing Co.	1550	250	3/20
San Mateo	KVSM	San Mateo County Broadcasters	1050	250	1/16
Santa Barbara	KIST	Harry C. Butcher	1340	250	4/26
Santa Maria	KCOY	News Press Publishing Co.	1400	250	5/24
Visalia	KKIN	D. O. Kinnie	1400	250	3/27
COLORADO					
Boulder	KBUL	H. Herbert Hollister	1490	250	5/24
Ft. Collins	KCOL	The Northern Colo. Bestg. Co.	1400	250	5/24
Trinidad	KCRT	Corely Radio & Sound Service	1240	250	1/23
Trinidad	KSFT	Trinidad Bestg. Corp.	1280	500-N 1,000-D	1/23
CONNECTICUT					
New Britain	WKNB	The New Britain Bestg. Co.	840	1,000-D	3/7
Norwich	WNOC	Norwich Bestg. Co.	1400	250	5/16
Waterbury	.....	Mitchell G., Ruben E. Aronheim and Milton H. Meyers (also licensee of WEIM Fitchburg, Mass.)	1210	250	5/16
DELAWARE					
Dover	.....	Diamond State Best. Corp.	1340	100	3/7
DISTRICT OF COLUMBIA					
Washington	WASH	Metropolitan Bestg. Corp.	570	500-D	6/13
FLORIDA					
Bradenton	WDHL	Manatee Bestg. Co. Inc.	1050	250-D	5/16
Fort Lauderdale	WFTL	Fort Lauderdale Bestg. Co. (stock part held by interests in WSBC and WAIT Chicago)	1400	250	1/19
Fort Pierce	WIRA	Indian River Bestg. Co.	1400	250	1/16
Hollywood	.....	Hollywood Bestg. Co. (Principals also in ownership WFTC Kinston, N. C.; WSSV Petersburg, Va.)	940	1,000-D	5/29
Lake City	WDSR	Deep South Radioways	1340	250	1/3
Orlando	.....	Central Fla. Bestg. Co.	740	1,000-DA	6/20
Tallahassee	WRHP	Tallahassee Appliance Corp.	1450	250	5/24
GEORGIA					
Covington	WMOC	The Covington News Inc.	1490	250	4/3
Elberton	.....	Elberton Bestg. Co.	1400	250	6/13
Fitzgerald	WBHB	Stone & Ware	1240	250	4/26
Quitman	WKMA	"Radio South"	1490	250	4/17
Savannah	WFRP	Ga. Bestg. Co.	1230	250	4/17
Savannah	WHOS	Carter C. Peterson	1450	250	2/20
Savannah	.....	A. C. Neff	1400	250	5/31
Statesboro	WWNS	Alfred Dorman	1490	250	4/3
IDAHO					
Burley	KBIO	Jessica Longston	1400	250	1/16
Coeur d'Alene	KVNI	Coeur d'Alene Bestg. Co.	1430	1,000-DA	1/9
Pocatello	.....	Eastern Ida. Bestg. & Television Co.	1450	250	6/27
Pocatello	.....	Pocatello Bestg. Co.	1490	250	6/27
Pocatello	.....	Radio & Television Bestg. Co.	1240	250	6/27
Twin Falls	KLIX	Southern Idaho Bestg. and Television Co.	1490	250	1/16
Twin Falls	KVMV	Radio Sales Corp.	1450	250	1/16
ILLINOIS					
Carbondale	.....	Southern Ill. Bestg.	1020	1,000-D	6/20
Centralia	WCNT	Hobart Stephenson	1210	1,000-D	2/27
Evanston	.....	Evanston Bestg. Co.	1590	1,000-D	5/10
Kankakee	WKAN	Kankakee Daily Journal Co.	1320	1,000-D	3/20
Mattoon	WLBH	Mattoon Bestg. Co.	1170	250-D	5/24

ILLINOIS—Continued

City	Call Letters	Licensee	Frequency in Kilocycles	Power in Watts	Date Granted
Moline	WMOI	Moline Bestg. Co.	1230	250	4/10
Pekin	WSIV	Pekin Bestg. Co. Inc.	1140	250–D	1/16
Peoria	.....	Mid-State Bestg. Co.	1020	1,000–D	6/20
Peoria	.....	West Central Bestg. Co.	1350	1,000	6/6
Quincy	WFAR	Illmo Bestg. Corp.	1230	250	4/10 (Rescinded 6/20)

INDIANA

Bloomington	WSUA	Warren, Davis, Yaeger & Ford	1010	1,000–D	3/20
Bloomington		Fred O. Grimwood	1490	100	6/13
Indianapolis	WBBW	Associated Broadcasters Inc.	1550	250–D	1/30
Terre Haute	.....	Wabash Valley Bestg. Corp. (interest held by stockholder in KVPO Honolulu)	1480	1,000	6/6

IOWA

Davenport	KSTT	Davenport Bestg. Co. Inc. (50%, held by half-owner of WJBC Bloomington, Ill.)	750	250–D	2/27
Muscatine	.....	Muscatine Bestg. Co. Ltd.	860	250–D	6/13

KANSAS

Arkansas City	.....	The Traveler Publishing Inc.	1280	1,000–D	6/20
Hutchinson	WHWK	James E. Murray	1190	1,000–D	5/24

KENTUCKY

Corbin	WCTT	The Corbin Times-Tribune Inc.	1400	250	5/10
Lexington	WKLX	The Kentucky Bestg. Co.	1490	250	2/20
Lexington		Central Ky. Bestg. Co.	1340	250	4/26
Madisonville	WCIF	Madisonville Bestg. Co. Inc. (Owned as part of Lackey stations, see Mayfield listing below)	730	250–D	4/10
Mayfield	.....	Mayfield Bestg. Co.	1320	1,000–D	5/16
Mayfield	.....	Mayfield Bestg. Co. Inc. (also licensee of Lackey stations WHOP, WPAD, WSON, and CP at Madisonville)	1050	250–D	5/16
Mayfield	.....	Purchase Bestg. Co. Inc.	910	1,000–D	6/27
Middlesboro	WMIK	Middlesboro Bestg. Co.	1450	250	4/10
Paducah	WKYB	Paducah Newspapers Inc.	800	1,000–D	4/10

LOUISIANA

Alexandria	KPDR	Central La. Bestg. Corp. (Minority stockholders also 30%, owner of KALB Alexandria)	1490	250	2/20
Alexandria	KSYL	Fox Bestg. Co.	1400	250	3/13
Baton Rouge	WLCS	Air-Waves Inc.	1400	250	3/29
Houma	KCIL	Charles Wilbur Lamar, Jr.	1490	250	4/3
New Iberia	KNEI	New Iberia Bestg. Co.	1240	250	1/9

MAINE

Augusta	WFAU	Twin City Bestg. Co. Inc. (also licensee of WLOU Lewiston)	1340	250	4/3
Bangor	.....	Bangor Bestg. Service	1230	250	6/26
Portland	.....	The Yankee Network Inc. (See other Yankee Network Stations WAAB, WNAC, WEAN, WONS, WICC)	1490	250	5/16
Waterville	WTVL	Kennebec Bestg. Co.	1490	250	1/3

MARYLAND

Annapolis	.....	Chesapeake Radio Corp.	810	250	4/25

MASSACHUSETTS

Chicopee	WACE	Regional Bestg. Co.	730	1,000–D	3/20
Worcester	.....	New England Bestg. Co.	1230	250	5/16

MICHIGAN

Alpena	WPNA	Alpena Bestg. Corp.	1340	250	5/24
Alpena	.....	Midwestern Bestg. Co. (also licensee of WTCM Traverse City, and grant in Petosky, Mich.)	1450	250	5/29
Flint	WMRP	Methodist Radio Parish Inc.	1510	250–D	4/3
Iron Mountain	WIKB	Upper Mich.-Wis. Bestg. Co. Inc. (also licensee of WATW Ashland, Wis.)	1230	250	5/24
Muskegon	.....	Greater Muskegon Broadcasters Inc.	1090	1,000–D	6/13
Petosky	.....	Midwestern Bestg. Co. (also licensee of WTCM Traverse City; WPNA Alpena, Mich.)	1340	250	6/20

MINNESOTA

Bemidji	.....	Bradford & Pihl	1450	250	5/21
Marshall	.....	Henry Willard Linder	1400	250	6/13

MISSISSIPPI

Jackson	WJQS	Mississippi Bestg. Co. Inc. (also licensee of WCOC Meridian)	1400	100	3/20
Laurel	WLAU	Southland Bestg. Co.	1490	250	2/13
Meridian	WTOK	Meridian Bestg. Co.	1450	250	4/11
Philadelphia	WDUE	Duke H. Thornton	1490	250	4/10

MISSOURI

Joplin	KSWM	Air Time Inc.	1230	250	2/6
St. Joseph	KRES	Mo. Valley Bestg. Corp.	1230	250	3/7

MONTANA

Anaconda	KANA	Mosby's Inc. (also licensee of KGVO Missoula)	1230	250	4/10
Billings	KBMY	Billings Bestg. Co.	1240	250	2/13

MONTANA—Continued

City	Call Letters	Licensee	Frequency in Kilocycles	Power in Watts	Date Granted
Butte	KBOW	Copper City Radio Co.	1490	250	4/25
Great Falls	.....	Great Falls Bestg. Co.	1400	250	6/27
Lewistown	KXLO	Capital Bestg. Co. (principals also connected with ownership KGRH Fayetteville, Ark.)	1230	250	4/3

NEVADA

Ely	KELN	Boulder City Bestg. Co.	1230	250	1/3
Reno	KATO	Sierra Bestg. Co.	1340	250	3/7
Reno	KOLO	Reno Bestg. Co.	920	1,000	3/7

NEW HAMPSHIRE

Concord	WCNH	Concord Bestg. Corp.	1490	250	1/3

NEW JERSEY

New Brunswick	.....	Chanticleer Bestg. Co.	1450	250	6/27
Vineland	.....	Community Bestg. Service Inc.	1360	1,000–D	4/25

NEW MEXICO

Albuquerque	KQEA	Rio Grande Bestg. Co. Inc. (interlocking ownership with new station at Gallup, N. M.)	1450	250	2/20
Hot Springs	KCHS	Sierra Bestg. Service	1400	250	4/10
Santa Fe	KSNM	The N. M. Publishing Co.	1400	250	4/17

NEW YORK

Binghamton	WINR	Southern Tier Radio Service Inc.	1490	250	3/29
Glens Falls	.....	Glens Falls Publicity Corp.	1230	100	6/6
Glens Falls		Great Northern Radio Inc.	1450	250	7/2
Malone	WICY	North Country Bestg. Co.	1490	250	4/10
Rochester	.....	Monroe Bestg. Co. Inc.	680	250–D	3/7
Syracuse	.....	Syracuse Bestg. Corp.	1260	5,000–DA–N	5/16

NORTH CAROLINA

Asheboro	WGWR	Asheboro Bestg. Co.	1260	1,000	5/24
Asheville	WNCA	Community Bestg. Co.	1340	250	1/13
Dunn	.....	N. C. Central Broadcasters Inc.	780	1,000–D	6/13
Durham	WDUK	Couch, Campbell & Lancaster (interests connected with WJHL Johnson City, Tenn. and WSPB Sarasota, Fla.)	1310	1,000–D	2/27
Durham	WTIK	Durham Bestg. Co. Inc.	730	500–D	2/27
Durham	WHHT	Harold H. Thoms (also owns WISE Asheville, part owner of WAYS Charlotte and WKIX Columbia, S. C.)	1580	1,000–D	4/10
Hendersonville	.....	Redege Bestg. Co.	1450	250	6/27
High Point	.....	High Point Enterprise Inc.	830	1,000–D (grant set aside 4/26)	3/7
Leaksville	WLOE	Douglas L. Craddock	1490	100	3/13
Lenoir	WJRI	John P. Rabb	1340	250	5/10
Lexington	WBUY	Davidson County Bestg. Co.	1190	250	1/9
Lumberton	WTSB	Robeson Bestg. Corp.	1340	250	1/3
Rockingham	WAYN	Wayne M. Nelson (also licensee of WEGO Concord)	900	1,000–D	3/7
Sanford	WWGP	Lee Bestg. Corp.	1050	1,000–D	4/10
Whiteville	WENC	Whiteville Bestg. Co.	1240	250–D	1/9
Wilmington	WGNI	General Newspapers Inc.	1340	250	1/3

OHIO

Canton	WCMW	Stark Bestg. Corp.	1060	1,000–D	4/3
Toledo	WTOD	Unity Corp. Inc.	1560	1,000–D	2/27
Worthington	.....	Peoples Bestg. Corp.	880	5,000–D	6/13

OKLAHOMA

Chickasha	KWCO	Washita Valley Bestg. Corp.	1560	250	3/7
Tulsa	.....	Fred Jones Bestg. Co.	1050	1,000–D	6/13

OREGON

Ashland	KWIN	Rogue Valley Bestg. Co. Inc.	1400	250	4/3
Eugene	KUGN	Valley Bestg. Co.	1400	250	2/6

PENNSYLVANIA

Allentown	.....	Allentown Bestg. Co. (ownership with WNAR Norristown and WWNR Beckley, W. Va.)	1580	1,000–D	5/24
Bethlehem	WGPA	The Bethlehems' Globe Publishing Co.	1100	250–D	3/27
Chambersburg	WCHA	Chambersburg Bestg. Co.	800	1,000–D	5/27
Huntingdon	WHUN	Joseph F. Biddle Pub. Co.	1400	250	4/17
Lancaster	WLAN	Peoples Bestg. Co.	1270	1,000–D	3/7
Lebanon	WLBR	Lebanon Bestg. Co.	1270	1,000–D	3/7
McKeesport	WEDO	Tri-City Bestg. Co. Inc.	1340	250	3/27
Norristown	WNAR	Rahall Bestg. Co. Inc. (also permittee of WWNR Beckley, W. Va., and connected with Allentown Bestg. Co.)	1110	500–D	3/13
Philadelphia	.....	Patrick Joseph Stanton	1530	1,000–D	5/10
Pittsburgh		Liberty Bestg. Co.	730	1,000–D	4/17
Reading	WHUM	Eastern Radio Corp.	1240	250	2/13

SOUTH CAROLINA

Charleston	.....	Charleston Bestg. Co.	1340	250	5/24
Hartsville	WHSC	Hartsville Bestg. Co.	1450	250	1/3
Orangeburg		Observer Radio Co.	1450	250	7/2
Newberry	WKDK	Newberry Bestg. Co.	1240	250	5/16

TENNESSEE

Dyersburg	WDSG	State Gazette Bestg. Co.	1450	250	1/3
Greeneville	WGRV	Greeneville Bestg. Co.	1340	250	1/3
Lewisburg	WJJM	James J. Murray	1490	250	4/10
Memphis	WHHM	Herbert Herff	1340	250	2/13

(Continued on Page 74)

Standard Stations Granted in 1946

(*Continued from page 73*)

TENNESSEE—Continued

City	Call Letters	Licensee	Frequency in Kilocycles	Power in Watts	Date Granted
Oak Ridge	WBOM	Pellegrin & Gruenther	1490	250	4/3
Shelbyville	WHAL	Shelbyville Bestg. Co.	1400	250	4/26
Union City	WENK	Union City Bestg. Co. Inc. (50% interest held by A. B. Robinson, 20% owner of WCMA Corinth)	1240	250	4/17

TEXAS

Bay City	KIOX	Bay City Bestg. Co.	1110	1,000-D	3/7
Fort Worth	.....	Worth Bestg. Co.	970	1,000-D	6/27
Jacksonville	KEBE	Billie Averitte Laurie (also in ownership of KNET Palestine)	1400	250	4/10
Odessa	KRIG	Oil Center Bestg. Co. (minority interest held by 50% owner of KIUN Pecos, Tex.)	1410	1,000-DA	1/17

UTAH

Vernal	KJAM	The Uintah Bestg. Co.	1340	250	4/10

VERMONT

Burlington	WJOY	Vermont Bestg. Corp.	1230	250	2/6

VIRGINIA

Arlington	.....	Northern Virginia Broadcasters Inc.	780	1,000-D	6/13
Galax	WBOB	Carroll-Grayson Bestg. Corp. (minority affiliations with WMVA Martinsville)	1400	250	5/10
Roanoke	WROV	Blue Ridge Bestg. Corp.	1490	250	3/20

WASHINGTON

Bremerton	.....	Bremerton Broadcast Co.	1490	250	3/7
Mt. Vernon	KBRC	Beckley Radio Co.	1430	500-D	3/27
Walla Walla	KWWB	Walla Walla Bestg. Co.	1490	250	4/10

WEST VIRGINIA

Beckley	WWNR	Rahall Bestg. Co. Inc. (also licensee of WNAR Norristown, Pa. and permittee of Allentown, Pa., Bestg. Co.	1450	250	3/7
Charleston	WKNA	Joe L. Smith, Jr. (also licensee of WJLS Beckley)	950	1,000-DA	3/20
Charleston	WTIP	Chemical City Bestg. Co.	1240	250	3/20

WEST VIRGINIA—Continued

City	Call Letters	Licensee	Frequency in Kilocycles	Power in Watts	Date Granted
Charleston	.....	Capitol Bestg. Corp.	1400	250	3/20
Huntington	.....	Huntington Bestg. Corp.	1450	250	6/27
Huntington	.....	Greater Huntington Radio Corp.	800	1,000-D	6/19
Montgomery	WMON	Fayette Associates Inc.	1340	250	1/16
Ronceverte	.....	William E. Blake	1400	250	6/27

WISCONSIN

Milwaukee	WFOX	Wisc. Bestg. System Inc.	860	250-D	4/3
Superior	WSBR	WFCB Inc.	1490	250	4/25

WYOMING

Caspar	KVOC	Natrona County Tribune	1230	250	2/6
Cody	KODI	Big Horn Basin Bestg. Co.	1400	250	5/24

ALASKA

Kodiak	KODK	Edwin A. Kraft (also licensee of KINY Juneau, KTKN Ketchikan)	1230	250	2/6

HAWAII

Honolulu	KVPO	Pacific Frontier Bestg. Co. Ltd. (part interest held by stockholder in Terre Haute, Ind., grantee)	690	10,000	3/20
Honolulu	KPOA	The Island Bestg. Co.	630	5,000	4/10
Wailuku	KMVI	Maui Publishing Co.	550	1,000	4/17

PUERTO RICO

Mayaguez	WPBP	Paradise Bestg. Co.	1450	250	4/25
Mayaguez	.....	The Electronics Corp. of Puerto Rico	1490	250	6/20
San Juan	WAPA	Jose Ramon Quinones	680	10,000	4/25

Stations reporting beginning of operation include:
KERO Bakersfield, Calif.; WIRA Fort Pierce, Fla.; KSTT Davenport, Ia.; KSFT Trinidad, Colo.; WTVL Waterville, Me.; WLAU Laurel, Miss.; KRES Springfield, Mo.; WTIK Durham, N. C.; WDUK Durham, N. C.; WTSB Lumberton, N. C.; WENC Whiteville, N. C.; KATO Reno, Nev.; KUGN Eugene, Ore.; WFOX Milwaukee; WTOD Toledo.

Stations reporting tentative starting dates:
WKNB New Britain, Conn. (August 1); WNOC Norwich, Conn. (early August); KSWM Joplin, Mo. (CBS reports affiliation as of July 18); WNAR Norristown, Pa. (this month); WWNR Beckley, W. Va. (about July 15); KPOA Honolulu (early autumn); WJOY Burlington, Vt. (August 15); WLBR Lebanon, Pa. (August); WINR Binghamton, N. Y. (August).

KPAC

Deepest in the Hearts of Texans

MBS

BMB

Representatives

Sears & Ayer, Inc.

ELECTIONS AFFECT RADIO COMMITTEE

SEN. HENRIK SHIPSTEAD (R-Minn.) is the first member of the Senate Interstate Commerce Committee, in which radio legislation originates, to be defeated in primaries. Senator Shipstead last Tuesday conceded the Republican nomination for Senator from Minnesota to Gov. Edward J. Thye, a Stassen-supported man.

Eight of the committee's 21 members are up for reelection this fall. Sen. Warren R. Austin (R-Vt.) will not be a candidate, due to his appointment as U. S. representative on the United Nations Organization.

Chairman Burton K. Wheeler (D-Mont.) is opposed in the July 16 primaries by Leif Erickson, former member of the Montana Supreme Court and CIO-supported candidate. Senator Wheeler is backed by the AFL. Following are other committee members whose terms expire with the current session:

Ernest W. McFarland (D-Ariz.), primary July 16; James M. Tunnell (D-Del.), nominated by convention; Frank P. Briggs (D-Mo.), primary Aug. 6; James W. Huffman (D-Ohio), renominated in the May 7 primary; Hugh B. Mitchell (D-Wash.), renominated July 9.

HAIRE Publishing Co. research department has issued a 16 page survey of the radio and television market.

FEDERAL Telephone and Radio Corp., Newark, N. J., last week announced the development of the first broadcast tubes for 50 kw FM transmitters, with a rated output of 25 kw at 110 mc.

CBC FM Plans

CBC will install its second 250 w FM station at Toronto, with a turnstile antenna on top of the 31-story Canadian Bank of Commerce, tallest building in the British Empire. The Toronto CBC FM station will operate on 99.1 mc with call letters VE9EV, and will at first broadcast programs carried on CBL Toronto. The station's signal is expected to be received over a 35 mile radius. CBC operates VE9CB Montreal, 250 w English-language FM station and will shortly open VE9FM at Montreal as a French-language station. Stations are on top of Mount Royal. CBC is to build FM stations at Vancouver and Winnipeg before the end of the year.

DON McALLISTER, audience program director of Don Lee Broadcasting System, Hollywood, has resigned to enter insurance business.

"Cheer up, mate—with our luck we might win that Treasure Hunt over WFDF Flint some day."

W-I-N-D
CHICAGO

Providing Major Station Audience!

HOOPER STATION LISTENING INDEX

CITY : CHICAGO, ILL. — City Zone — MONTH : MAY, 1946

SHARE OF AUDIENCE

TOTAL COINCIDENTAL CALLS - THIS PERIOD 36,645

TIME	SETS IN USE	WIND	"B"	"C"	"D"	"E"	"F"	"G"	"H"	"I"				OTHERS	HOMES CALLED
SUNDAY AFTERNOON 12:00 N - 6:00 PM	26.5	29.4	0.8	0.6	16.7	1.0	14.7	7.2	9.5	17.7				2.4	2,962

Chicago's Number 1 Station All Sunday Afternoon

TIME	SETS IN USE	WIND	"B"	"C"	"D"	"E"	"F"	"G"	"H"	"I"				OTHERS	HOMES CALLED
SATURDAY AFTERNOON 12:00 N - 6:00 PM	19.4	25.8	1.9	4.7	21.2	3.9	11.5	5.2	8.0	14.6				3.2	2,917

Chicago's Number 1 Station All Saturday Afternoon

TIME	SETS IN USE	WIND	"B"	"C"	"D"	"E"	"F"	"G"	"H"	"I"				OTHERS	HOMES CALLED
MON. THRU FRI. 12:00 N - 6:00 PM	15.5	16.3	1.0	4.1	24.0	4.4	13.9	3.9	4.1	23.6				4.7	8,541

Chicago's Number 3 Station
All Afternoon Monday Through Friday

These Hooper figures speak for themselves! Top sports features — exclusive broadcasts of all Chicago Cubs baseball and Chicago Bears football games — U.P., A.P., I.N.S. News Every Hour On The Hour — 24 Hour A Day Operation — Outstanding public service features — alert programming. W-I-N-D has combined them all to build some of the highest listener ratings ever reached by a Chicago non-network station. It's a fact . . . W-I-N-D provides major station audiences.

W-I-N-D
Chicago's only 24 Hour Station
560 K.C. - 5000 WATTS
New York Representative
JOHN E. PEARSON CO.

DETROIT'S LEADING INDEPENDENT STATION

WJBK

YOUR MONEY'S WORTH *and more*

That Is Why These Accounts Stay With WJBK Year After Year!

Stanback
Carter's Little Liver Pills
Super Suds
Del Monte Coffee
Ex Lax
Lifebuoy
Rinso
Tintex
Wild Root Cream Oil
Wurlitzer
Kresge
Sunshine Biscuit
Fillsbury Flour
Oxydol
Ward Baking Co.
Adam Hats
Bond Bread
Chelsea Cigarettes
Hi-Speed Oil
G. Washington Coffee
Absorbine
Pet Milk
Bowman Gum
General Motors

★

STATION WJBK
Carries more national advertising . . . does a larger dollar volume . . . than any other 250 watt station in the country.

WJBK
JAMES F. HOPKINS, INC.
CURTIS BUILDING
DETROIT 2

WESTER CLAIMANT TO 'GUIDING LIGHT'

A THIRD PARTY last week entered the legal battle of Emmons Carlson vs. Irna Phillips, Chicago radio writer, over ownership of *Guiding Light*, lead-off program on NBC's General Mills hour.

Attorneys for Karl Wester, agent for Miss Phillips and producer of the four General Mills programs—*Guiding Light, Woman In White, Today's Children* and *Masquerade* — appeared in Cook County (Ill.) Circuit Court July 10, to file an intervening motion to deny Mr. Carlson's demands for an accounting of the shows' profits since 1937 and a counter-claim in which Mr. Wester sought to establish himself as sole owner of *Guiding Light* as a result of a purchase of the program from Miss Phillips in January 1938. At that time, attorneys for Mr. Wester contended, Miss Phillips signed over her rights to *Guiding Light* in exchange for a $700 weekly script fee.

Cost of *Guiding Light* to General Mills, placed through Dancer-Fitzgerald-Sample, is reported to be $3000 per week.

In a counter-claim filed by Mr. Carlson's attorneys, Mr. Wester was charged with conspiracy to defraud the former of his half-interest in the program by entering into a contract with Miss Phillips.

Mr. Wester's response was that Mr. Carlson himself had entered into a secret partnership with Miss Phillips because of his association with NBC as promotion manager of its Central Division, that he made no objection to Miss Phillips assigning her interests in *Guiding Light* to Mr. Wester in 1938, and took no legal steps to identify himself as a joint owner of the program until August 1941, when *Guiding Light* had become well established under the sponsorship of General Mills.

SACRAMENTO GATHERING when Harmco Inc. took over the operation of KROY in that city from Mr. and Mrs. Royal Miller, included: (l to r) Mr. Miller; Ed W. Buckalew, CBS station relations, Western Division manager; Mrs. Miller; and Clyde F. Coombs, vice president and manager of Harmco Inc.; which also operates KARM Fresno.

ABC Video Quiz

ABC has sent video set-owners in the New York area a "30-second Quiz for Television Fans," asking for their reactions to each of the 16 elements of the Chevrolet television program, produced by ABC and telecast on WABD New York July 2. Program, a dance lesson, was the fourth in a four-program series.

Wins Cancer Award

AMERICAN Cancer Society has awarded a citation to WQAM Miami, Fla., in recognition of services during the 1946 campaign.

Cash Discount Merits Are Argued by AAAA

A PROGRAM of advertising and education to bolster faith among doubting newspaper publishers in the efficiency of the 2 percent national sales cash discount has been started by the American Assn. of Advertising Agencies.

Radio, AAAA reports, as far as networks are concerned, has heartily endorsed the cash discount plan, and with it has reduced payment time on advertising from a high of 30 days, to 15 days on average. The reason for the renewed campaigning by AAAA is the recent elimination of the 2 percent discount by six large daily papers. Pittsburgh's three big dailies, *Sun-Telegraph*, *Post-Gazette* and the *Press* have dropped from AAAA's list as have the *San Francisco News*, *Boston Post* and *Cincinnati Times-Star*.

The coming program will be designed to reach newspapers and the 100 or more independent radio stations that have not followed the network lead in accepting the AAAA's proposals.

"ATOMIC BOMBS," the August 7, 1945 script of "Service To The Front," one of the Wrigley sponsored public interest shows during the war, on CBS, is published as one of the best one-act plays of the year in the 9th annual issue of "The Best One Act Plays of 1945," edited by Margaret Mayorga. Script, written by Ted Robertson and Frank and Doris Hursley, has also been translated into Dutch for publication in Holland and into German for broadcast over Radio Berne, Switzerland.

IN CHATTANOOGA

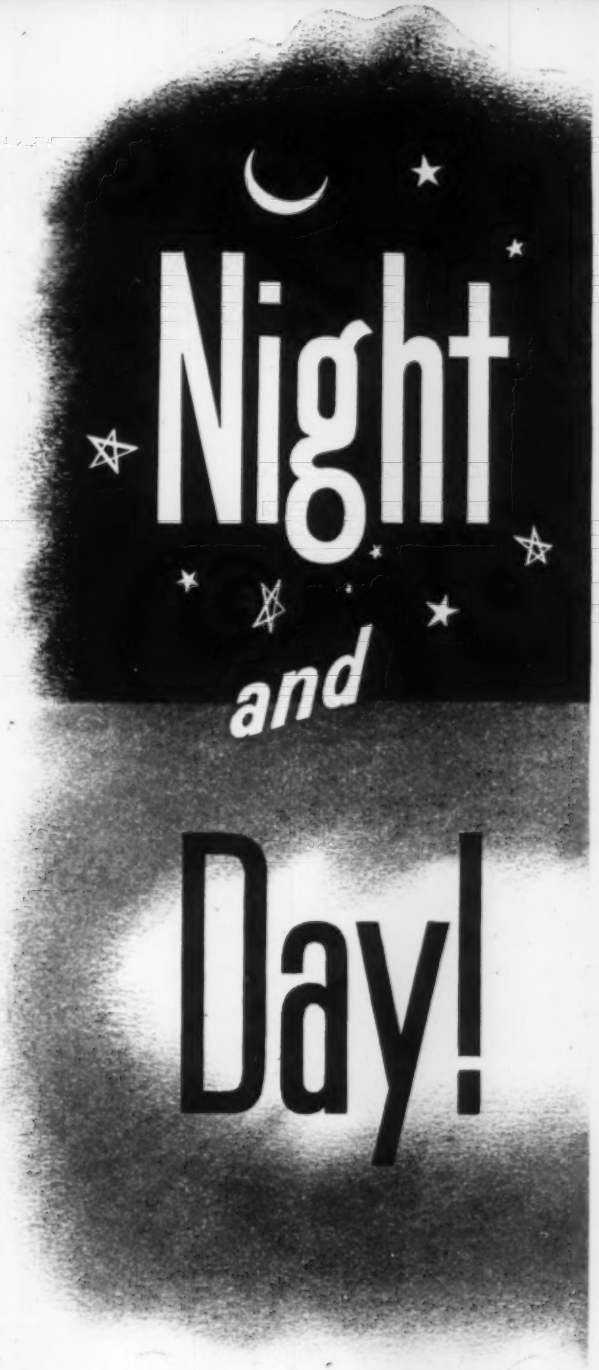
THE OUTSTANDING STATION FOR 21 YEARS HAS BEEN

WDOD

first in ADVERTISING LISTENER ACCEPTANCE PUBLIC SERVICE

CBS
5,000 WATTS DAY AND NIGHT
NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

COMING SOON
50,000 WATTS
TRANSMITTER NOW UNDER CONSTRUCTION
KOMA
OKLAHOMA CITY'S CBS STATION
National Representatives: FREE & PETERS Inc.



This is the fifth in a series of advertisements which reveal startling information about coverage, listenership and programme ratings.

Figures recently published establish CFRB's position among Toronto stations with Ontario's night-time audience. This station has the widest coverage, the greatest share of listeners and the largest number of popular shows of all stations operating in the city from six o'clock on.

The following facts show that this position is maintained with Ontario's daytime audience, too!

1. With a daytime coverage penetration of 50% or better in three-quarters of the Province, this station reaches 454,217 radio homes in its primary area, 88% of the total number.
2. This station has an average listenership from 9 a.m. to 6 p.m. of 21.7% . . . a greater share than that of any other Toronto station.
3. Of the top twenty-five most popular daytime shows broadcast over Toronto stations, twelve are broadcast over CFRB, a greater number than that claimed by any other station.

WRITE THIS STATION FOR FULLER DETAILS ON DAYTIME COVERAGE, LISTENERSHIP AND PROGRAMME RATINGS

Representatives:

ADAM J. YOUNG JR., INCORPORATED
NEW YORK CHICAGO

ALL-CANADA RADIO FACILITIES LTD.
MONTREAL

CFRB

860 KC. TORONTO

FIRST FOR INFORMATION! FIRST FOR ENTERTAINMENT! FIRST FOR INSPIRATION!

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements — at any time
RCA COMMUNICATIONS, INC.
64 Broad Street, New York 4, N. Y.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

FREQUENCY MEASUREMENTS
One of the best equipped monitoring stations in the nation
STANDARD
Measuring & Equipment Co.
Phones 877-2652 Enid, Okla.
Since 1939

KLUGE ELECTRONICS
1930 N. ALVARADO - LOS ANGELES 26, CALIF.

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

Transmitter Installation
Field & Antenna Measurements
BRADEN ENGINEERING CO.
3317 Kenmore Ave., Dayton 10, Ohio
Phone—Kenmore 6233

Ralston Radio Engineering Co.
Supervision of constructing AM & FM Stations. Field measurements.
1448 N St., N.W. Office—DI. 2704
Washington, D .C. Res.—Alex. 6957

GEORGE H. JASPERT
Consultant,
Broadcast Station Operations
Preparation and breakdown of program matters pertaining to AM-FM applications, estimates of station costs, annual operating expenses and income.
Little Building Hancock 4948
Boston 16, Mass.

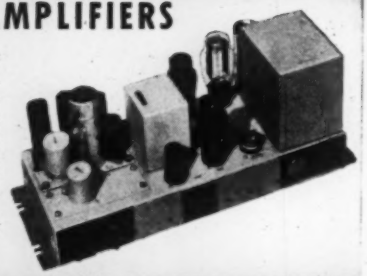
GRETHER RADIO ENGINEERING CORP.
Julius L. Grether — William P. Grether
118 BROOKE AVENUE
NORFOLK 10, VIRGINIA
Phone Norfolk 26511—Nights 24408
CONSULTING RADIO ENGINEERS
AM INSTALLATION SPECIALISTS FM

Complete Technical and Management Consulting Service
Immediate VHF and FM Field Measurement Service Available
Engineering Research Associates, Inc.
Washington Office: 827 - 14th Street, N. W.
Phone: Executive 4742
Laboratories: St. Paul 4, Minn. Phone: Nestor 9601

DeQuincy V. Sutton
Radio Business Consultant
2700 Conn. Ave. COlumbia 8105
Washington 8, D. C.

RADIO ENGINEERING CO.
Consultants
Installation • Allocation • Field and Antenna Measurements
Norwood J. Patterson, Owner
1355 Market Street Room 1010
San Francisco 3, California
Phone: Market 8173

Worthy of an Engineer's Careful Consideration
THE 108 SERIES AMPLIFIERS
The 108 Series Amplifiers consist of Types A, B, C and D. The "A" is designed to be employed as a high-power monitoring amplifier and has a bridging and 600 ohm input; the "B" is a high-gain amplifier designed to operate from a source impedance of 30 or 250 ohms; the "C" is a combination of the "A" and the "B"; and the "D" supplies two high-gain input stages as described for the 108-B.



The Langevin Company
INCORPORATED
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING
NEW YORK 37 W. 65 St. 23
SAN FRANCISCO 1050 Howard St.
LOS ANGELES 1000 N. Seward St. 38

ALLIED ARTS

LANG-WORTH FEATURE PROGRAMS Inc., New York, with start of fall season, will establish West Coast offices in Hollywood. Winnie O'Keefe, vice president of firm, was in Hollywood during July to make preliminary arrangements and is expected to return there in August to complete details for office opening.

VETERANS GUIDANCE in Advertising & Selling, New York, which headquarters at the Advertising Club of New York, 30 East 37th Street, has announced that effective July 11 all panel sessions are being held on the second floor of the New York Veterans Service Center, 500 Park Avenue.

PAUL F. HANNAH, after service with the Army in General MacArthur's headquarters as Deputy Chief of the Civil Communications Section, has joined Raytheon Manufacturing Co., Waltham, Mass., as general counsel. Before entering the service Mr. Hannah was associate and junior partner of Morris, Kix Miller & Barr, Washington, D. C., where he was engaged in general and governmental practice and was director and general counsel of Ayerst, McKenna & Harrison (U. S.), Ltd.

MEREDITH WILSON, musical conductor of NBC "Maxwell House Coffee Time," has been awarded Army Commendation Ribbon for his performance as musical director of Armed Forces Radio Service from its inception until shortly before V-J Day.

BENJAMEN COHEN, United Nations assistant secretary general for public information, leaves this week for a month-long business trip to South America.

BERNARD HEINZE, Australian musician and principal conductor of the Australian Broadcasting Commission, is to arrive in Canada in December as guest conductor of the CBC in a tour of Canada. He will conduct symphony orchestras at Vancouver, Toronto and Montreal for CBC networks next January and February.

KING HARRIS, former Navy lieutenant recently with the sales staff of KSFO San Francisco, has joined the sales staff of Edward Petry & Co., that city. Before entering the service, Mr. Harris was with NBC San Francisco and with Erwin, Wasey & Co. on the coast. Before going West he had been with the radio department of J. Stirling Getchell in New York. Earle H. Smith is manager of the Petry San Francisco office.

ALVIN C. O'GRADY, formerly radio director of Lever Bros., Toronto, before joining the Canadian Army from which he has been retired with rank of major, has been named a co-director of the Canadian Institute of Public Opinion (Canadian Gallup Poll). He has also been a research and account executive with McKim Adv., Toronto.

LIONEL L. SURITZ, former sales promotion director of Majestic Records, New York, has been appointed sales manager of the firm, and Leslie A. Kramer, who writes the shows presented by the Circus Saints and Sinners Club, New York, has been appointed director of publicity of the organization.

W. BOB TURNER, released from Army, has been appointed advertising manager of 20th Century Records Inc., Hollywood.

ALAN KEYES is now publicity director for record department, RCA Victor.

FREDERIC W. ZIV Co., Cincinnati, announces that E. L. Colbourn, account executive, will represent them in Michigan, making his headquarters in Detroit.

LEAR Inc. has leased 68,000 square feet of floor space in the building which houses the General Motors Corp. Diesel equipment plant in Grand Rapids, Mich., to be used for the construction of variable capacitators and other radio component parts which Lear Inc. is now making. It will also house the production of Lear home radio consoles, radio-phonograph combinations, record changers, and Lear wire recorders.

EDWARD PETRY, president of the Petry Co., New York, last week conferred with executives of WBT Charlotte, N. C., on the findings of his survey in regard to effectiveness of spot announcements. Mr. Petry is currently travelling through the South reviewing his survey.

C. D. WAGONER, formerly in charge of General Electric Co. news bureau, Schenectady, has been appointed director of broadcasting publicity and special events for the company. **GEORGE W. GRIFFIN Jr.,** former assistant to Mr. Wagoner, has been appointed manager of the general news bureau, advertising and publicity department of the firm.

PAUL WHITEMAN, ABC Director of Music, has been retained by the Philco Corp. as its consultant on all matters relating to the entertainment field. Philco Corp. recently dropped its half-hour show "Stairway to the Stars" with Paul Whiteman on ABC. The Corporation however, still sponsors a quarter hour of "Breakfast Club" on ABC.

DR. ERNEST DICHTER, after almost four years as consulting psychologist for CBS, has resigned from his position to open his own offices in New York, specializing as a psychological consultant in the field of psychological and communications research. Prior to joining CBS, Dr. Dichter was director of psychological research for Stirling Getchell Advertising, New York.

COMMODORE JOHN V. MURPHY, USN (Ret.), former Deputy Director of Naval Communications under Chief of Naval Operations, after 33 years' service, part of which was spent in the Pacific, is now associated with the Collins Radio Co., Cedar Rapids, Iowa, serving the Southeastern United States.

FIRST graduation exercises of the Academy of Radio Arts, Toronto, were held on July 6 in the Royal York Hotel, Toronto, with a reception for the class by the radio broadcasting industry. The school was started early this year, the first of its kind in Canada with Lorne Greene, formerly chief newscaster of the CBC, as president.

GEORGE WYTHE resigned as executive secretary of Hollywood Radio Directors Guild, will be replaced by Emily Vetter, formerly of N. W. Ayers & Son. RDG is to hold election of other officers on July 15.

ARNOLD ROSTON, MBS art director effective July 15 will open an office under his own name located at 307 East 37th Street, specializing in art direction and design, in addition to his duties at MBS.

GOING 5000 WATTS
DOING A DOUBLE JOB IN THE MAGIC VALLEY

KTFI
TWIN FALLS · IDAHO
WEED & CO., Representatives

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL GODLEY CO.
Consulting Radio Engineers
UPPER MONTCLAIR, N. J.
LABS: GREAT NOTCH, N. J.
Phone: LITTLE FALLS 4-1000

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
• International Building, Washington, D. C.
• 321 E. Gregory Boulevard, Kansas City, Mo.
• Cross Roads of the World, Hollywood, Calif.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
Consulting Radio Engineers
982 National Press Bldg.
Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and
Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
PAUL A. deMARS
ASSOCIATE
1469 Church St., N. W., Washington 5, D. C.
Decatur 1234

CONSULTING RADIO ENGINEER
JOHN J. KEEL
EARLE BLDG., WASHINGTON, D. C.
NATIONAL 6513

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
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BROADCAST ENGINEERING SERVICE
CONSULTING RADIO ENGINEERS
FM AM TV
Riggs Natn'l Bank Bldg. Washington
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CLEAR CHANNEL HEARINGS?

No.. not interested!

In WEST TEXAS, it's LISTENER LOYALTY, not power, that RINGS THE CASH REGISTER!

WEST TEXAS NETWORK offers POWER COVERAGE of 33 counties, PLUS LOCAL LISTENER LOYALTY!

Conlan's Survey Says:

Morning Periods (8-12)
(Listening Home distribution)

KRBC, 78.2; Power Stations, 16.3; Others, 5.5.

KBST, 72.4; Power Stations, 20.3; Others, 7.3

KGKL, 77.6; Power Stations, 18.2; Others, 4.2.

West Texas, with bank deposits and retail sales up over 400%, is one of the nation's fastest growing markets!

This is The West Texas Network

KRBC ABILENE, TEX. **KBST** BIG SPRING, TEX.

KGKL SAN ANGELO

JOHN E. PEARSON CO., Natl. Rep.

New York - Chicago - Kansas City

Los Angeles - San Francisco

Promotion

THREE DAYS after the atomic bomb test at Bikini, KLZ Denver sent out a folder entitled "Behind the Atom," giving information on the new KLZ series by that name. Illustrated folder gives background of the series and the scientist who is featured on broadcast. Folder was sent to 2,000 professional and business leaders and to advertising agencies throughout the country.

4-H Sponsorship

WDAY Fargo, N. D., has issued a booklet describing the station's sponsorship of the North Dakota delegation to the 16th annual 4-H Club Camp in Washington, D. C. in June. Booklet tells of all phases of the trip and how WDAY did a series of special feature programs on the Camp for area farm communities.

'Said the Governor . . .'

"SAID the Governor of North Carolina to the Governor of South Carolina," reads the cover of a promotion booklet put out by WBT Charlotte, N. C. on the relative merits of the two states. Booklet quotes the two Governors, telling states' virtues, using pink motiv for North Carolina, blue for South Carolina. Piece ends with seeing "no reason for debating the Carolina's separate merits —when together they became one big, prosperous market, equally and easily covered by WBT."

National Ad Piece

NATIONAL Advertising Agency Network, St. Louis, has put out promotion on "More Resultful Advertising through its services in all media. In breaking down amounts expended by clients on media, radio was third highest, with $1,730,000. General magazines and business papers placed first and second in that order. Promotion also included report on "What's New in Business."

Wigglesworths' Brochure

A PROMOTION piece is currently being distributed to stations throughout the country by New Tools For Learning, New York, on its transcribed program "Keeping Up With The Wigglesworths." The brochure lists stations carrying program and also announces a series of 78 records now available.

WMAZ Macon, Ga. $100 scholarship award was won by Dorothy Jane Wilson of Albany, Ga. for outstanding radio work at Wesleyan College this year. Miss Wilson is now in the radio advertising department of Rich's, Atlanta Department store.

The Story of Skippy

"SKIPPY SKIPPED" is the title of the brochure issued by KQW San Francisco, tracing the history of the Skippy peanut butter account. Booklet, using block print illustrations of the Gay Nineties period, and playbill type print, is built around a letter from Garfield & Guild Agency, San Francisco, congratulating the station on "a grand job KQW is doing for Skippy." Story of how the account left KQW then returned is told in turn-of-the-century ballad style, with Skippy the young innocent who leaves home.

Quartet Selected

"DRUMS QUARTET," an amateur gospel quartet from the Carolinas has been selected by WBT Charlotte, N. C., to compete in the national Gospel Quartet Contest, held annually in Renfro Valley, Ky. Contest provides for an all-expense trip to Renfro Valley for the winning quartet from each locality.

WOW's Better Job

IN BOLD BLACK lettering, WOW Omaha proclaims how "WOW delivers" in a promotion piece that reprints a story from "Billboard" saying the station does "a better job than the networks." Inside fold compares net and WOW ratings of programs, showing how WOW gets rating above the net in each case.

WBT Figures It Out

IN AN ENVELOPE looking as if it just came off a sales manager's desk, covered with doodlings and mathematical figuring, WBT Charlotte has sent out a promotion sheet. "Yes, we've been doing some figuring . . ." piece begins. A short paragraph tells of the figuring to discover income and buying power of WBT's primary area, and is followed by figures on population, type of retail sales, effective buying income.

ARTHUR J. SCHOLZ, public relations director for WTTM Trenton, N. J. and WSNJ Bridgetown, N. J., has been awarded the Treasury citation for his promotion of "Vineland for Victory Day," when retail merchants of that community sold over $800,000 in War Bonds in their stores.

JAMES T. QUIRK, former public relations officer for the First Army and later for the Third Army in ETO as lieutenant colonel, last week was named acting promotion manager for WFIL and WFIL-FM Philadelphia. Mr. Quirk first joined WFIL in 1939 as program manager. Four years later he was placed in charge of promotion, publicity, and special events. He succeeds Arthur C. Schofield.

Mr. Quirk

WALTER JAY ROYEN, formerly in the news and special events department of WRC Washington, last week was named head of press relations for NBC Washington, succeeding Mary Cavanaugh, resigned [BROADCASTING, July 8]. After attending Brown U., Mr. Royen joined WCAU Philadelphia as a news editor following service in anti-aircraft artillery in the Army. He joined NBC Washington in 1943.

Mr. Royen

JANE GRIFFITH, formerly of the WQXR New York news staff, has been transferred to that station's publicity department as assistant to **ELEANORE (Pat) HURLEY,** promotion and publicity director. Prior to joining WQXR, she was affiliated with INS and served as news editor with Reuters.

JANE MINER has joined KCMO Kansas City doing promotion and publicity.

WILF CLEMENT, formerly with Dickson & Eddington, program producers Toronto, has joined Horace N. Stovin Co., station reps, Toronto, to handle station promotion.

CHARLES LEVIN, CBS Hollywood publicist, has resigned after two years to open his own publicity office.

JOE ASBURY, formerly assistant sports editor of Pasadena Star-News, has joined CBS Hollywood publicity staff. **JEAN BOUTYETTE,** after four years in Merchant Marine, has also joined network publicity staff in that city.

Excess Insurance Covering

LIBEL and SLANDER

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Have your Insurance Broker write us for full details and quotations.

EMPLOYERS REINSURANCE CORPORATION

INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

FCC Actions

(Continued from page 64)

transmitter and temporary antenna 72 feet above ground, for a period of 90 days from date of grant.

KANA Anaconda, Mont.—Granted modification of CP, which authorized a new station, to change type of transmitter.

WCHA Chambersburg, Pa.—Granted modification of CP which authorized a new station, to change type of transmitter, for approval of studio location at Graft Press Bldg., Lincoln Way E. at Penna. RR., Chambersburg.

JULY 11

BY ADMINISTRATIVE BOARD

WHOS Savannah, Ga.—Granted modification of CP which authorized a new station, to change type of transmitter (Gates Radio Co. 250-C) for approval of antenna, for approval of transmitter location at Gwinnett St., Savannah, and approval of studio location at corner Bull and York Sts., Savannah. Authority is granted on condition (1) that permittee submit measurements to show interference caused WFMJ at Daytona Beach, and (a) that permittee will not object to interference which may be caused by a grant of B3-P-4248.

KFBI Wichita, Kan.—Granted license to cover CP which authorized increase in power from 1 kw-LS to 10 kw-LS, and make changes in transmitting equipment.

WFKY Frankfort, Ky.—Granted license to cover CP which authorized a new station to operate on 1490 kc, 250 watts, unlimited time; also authority to determine operating power by direct measurement.

WBZ Boston—Granted authority to determine operating power by direct measurement.

WHHM Memphis, Tenn.—Granted modification of CP which authorized a new station, to change name of permittee to Herbert Herff, tr/as WHHM Broadcasting Co.

WHLX Lexington, Ky.—Granted modification of CP which authorized a new station, to change corporate name to The Fayette Bcstg. Co., specify type of transmitter and specify studio location as 120 E. Main St., Lexington, Ky.

W6XYZ Pasadena, Calif.—Granted license to cover CP which authorized a change in transmitter site and emission of experimental television station. The license is granted on an experimental basis only; conditions.

W6XLA Los Angeles—Granted license to cover CP which authorized change in frequency, transmitter, and emission in experimental television station. Freq. that may be assigned by chief engineer from time to time; emission: A2, A5 and special and special for FM. The license is granted upon an experimental basis only; conditions.

KSJB Jamestown, N. D.—Granted modification of CP which authorized increase in power, etc., for extension of completion date from 7-9-46 to 8-8-46.

WCNT Centralia, Ill.—Granted modification of CP which authorized a new station, for change in type of transmitter, approval of antenna and approval of transmitter and studio locations at Highway No. 51, 2.9 miles No. of city limits, Centralia, Ill.

KCOW Ellensburg, Wash.—Granted modification of CP which authorized a new station, to make changes in antenna system, change type of transmitter to (RCA Mfg. Co. BTA-250-L), and extend completion date from 10-13-46 to 20 days thereafter. Permittee is granted a waiver of Secs. 3.55(b) and 3.60 of the Commission's rules; conditions.

WKYB Paducah, Ky.—Granted modification of CP which authorized a new station, to change type of transmitter to (Gates Radio Co. 1-N), change transmitter and studio location to: Lone Oak (So. of Paducah) and 504 Ky. Ave., Paducah, respectively, and extend commencement and completion dates to 60 days after grant and 180 days thereafter, respectively. This action is taken subject to condition that the permittee herein shall satisfy legitimate complaints of blanketing within 250 mv/m contour, including external cross modulation.

WLWA Area of Cincinnati—Granted extension of STA to operate an FM transmitter on channel 251, 98.1 mcs, with 3 kw, using temporary antenna on WLW's tower for a period beginning July 13 and ending Aug. 11, 1946, for the purpose of making FM site tests.

Hearings This Week

Subject to last minute change by FCC

MONDAY, JULY 15, Washington, D. C.

Radio Airways Inc., Eugene, Ore.—CP new station 1520 kc, 1 kw.

MONDAY, JULY 15, Washington, D. C.

North Jersey Radio Inc., Newark—CP new station 1430 kc, 5 kw, directional antenna.

MONDAY, JULY 15, Washington, D. C.

Independent Bcstg. Co., Des Moines—CP new station 940 kc, 5 kw night, 10 kw day, directional antenna night and day; KUOM Minneapolis—CP 940 kc, 250 w night, 5 kw day, sharing with WCAL; WCAL Northfield, Minn. —Modification of license 770 kc, 5 kw day, share with KUOM.

Petition to intervene filed by KMA pending.

MONDAY, JULY 15, Washington, D. C.

Further Clear Channel Hearings.

MONDAY & TUESDAY, JULY 15-16, Washington, D. C.

Informal engineering conference in connection with Clear Channel proceedings.

WEDNESDAY, JULY 17, Washington, D. C.

A. J. Fletcher, Greensboro, N. C.—CP new station 850 kc, 1 kw daytime; The News and Observer Publishing Co., Raleigh, N. C.—CP new station 850 kc, 1 kw night, 5 kw day; High Point Enterprise Inc., High Point, N. C.—CP new station 830 kc, 1 kw daytime.

Intervenor—WRUF.

THURSDAY, JULY 18, Washington, D. C.

KHTH Inc., Houston, Tex.—CP new station 610 kc, 5 kw night and day with directional antenna; W. Albert Lee, Houston, Tex.—CP new station 610 kc, 5 kw night and day, directional antenna night.

THURSDAY, JULY 18, Washington, D. C.

Henry F. Fett, Dearborn, Mich.—CP new station 1450 kc, 1 kw daytime; Suburban Broadcasters, Dearborn, Mich.—CP new station 1450 kc, 1 kw, daytime.

Applications . . .

JULY 9

AM—1120 kc

Broadcast Management Inc., Bethesda, Md.—CP new station 1120 kc, 250 w and daytime hours.

AM—1490 kc

Springfield Bcstg. Co. (partnership), Gerson Askinas, Earle G. Hewinson, Christos M. Manitsas, Springfield, Mass. —CP new station 1490 kc 250 w and unlimited hours.

AM—800 kc

WKYB Paducah, Ky.—Modification of CP which authorized a new station, to change type of transmitter, change transmitter and studio locations and extend commencement and completion dates.

AM—1230 kc

WIKB Iron Mountain, Mich.—Modification of CP which authorized a new station, for approval of antenna and approval of transmitter and studio locations.

AM—1320 kc

Central Mich. Radio Corp., Lansing, Mich.—CP new station 1320 kc 1 kw, directional antenna night and unlimited hours.

Video 204-210 mc

Philadelphia Daily News Inc., Philadelphia—CP new commercial television station to be operated on channel 8, 180-186 mc, ESR of 865 and power of visual 5 kw, aural 2½ kw—AMENDED: to change frequency from channel 8, 180-186 mc to channel 12, 204-210 mc, type of transmitters, specify effective radiated power as visual—3.4 kw, aural 3 kw and make changes in antenna system and change ESR from 865 to 1010.

AM—900 kc

Northeast Oklahoma Bcstg. Co., Miami, Okla.—CP new station 900 kc 250 w and daytime hours.

AM—1410 kc

Baird Bishop & Ed Bishop, d/b as Dalrad Associates, Dalhart, Tex.—CP new station 1410 kc 250 w and unlimited hours.

AM—860 kc

KONO San Antonio, Tex.—CP to change frequency from 1400 to 860 kc, increase power from 250 w to 1 kw night 5 kw day, install new transmitter and directional antenna for night use and change transmitter location—AMENDED: re change in transmitter location.

AM—1400 kc

David W. Ratliff, Stamford, Tex.—CP new station 1400 kc 250 w and unlimited hours.

AM—1490 kc

Enterprise Publishing Co., Douglas, Ga.—CP new station 1490 kc 250 w and unlimited hours.

AM—1600 kc

Carroll Bcstg. Co., Carrollton, Ga.—CP new station 1600 kc 250 w and daytime hours.

AM—1240 kc

WENK Union City, Tenn.—Modification of CP which authorized a new station for approval of antenna and approval of transmitter and studio locations.

AM—1010 kc

Albermarle Bcstg. Co., Albemarle, N. C.—CP new station 1010 kc 1 kw and daytime hours.

AM—1050 kc

WWGP Sanford, N. C.—Modification of CP which authorized a new station, to change type of transmitter, approval of antenna and transmitter location.

AM—1230 kc

Peter B. Thornell, Florence, S. C.—CP new station 1230 kc 250 w and unlimited hours. (Contingent on grant of WOLS.)

AM—800 kc

KSJB Jamestown, N. D.—Modification of CP as modified, which authorized increase in power, installation of new transmitter and directional antenna and change in transmitter and studio locations for extension of completion date.

AM—1230 kc

KFJB Marshalltown, Iowa—Authority to determine operating power by direct measurement of antenna power.

AM—1450 kc

KVMV Twin Falls, Ida.—CP to install a new transmitter.

AM—1440 kc

KMED Medford, Ore.—Voluntary assignment of license to Gibson Bcstg.

AM—1310 kc

Alvin A. Beal & Elmer P. Hauser, d/b as Beal & Hauser Bcstg. Co., Fontana, Calif.—CP new station 1310 kc 250 w and unlimited hours.

AM—1240 kc

KDON Monterey, Calif.—Authority to determine operating power by direct measurement of antenna power.

AM—1230 kc

KXO El Centro, Calif.—Modification of CP which authorized installation of new transmitter, new vertical antenna and ground system, and change transmitter and studio location to move

(Continued on page 82)

ALL NORTHERN VERMONT

CHAMPLAIN VALLEY

BURLINGTON HAS THE ONLY

WCAX

STATION IN VERMONT

CBS

5000 WATTS • FULL TIME

IT TAKES

COVERAGE

DUE TO NATURAL GEOGRAPHICAL ADVANTAGES!

. . . to make a LOW RATE!

Naturally, our 800 kc. wave-length offers advantages not duplicated on the dial. But, here's a plus advantage never to be overlooked—the geographical location of our transmitter. Engineers all agree that water conducts radio waves farther without power loss and CKLW is situated to best benefit from this phenomenon. If you want to reach this 10 million population area with your message, CKLW is the answer. The answer, too, if you want to do the job for plenty less!

Mutual Broadcasting System

CKLW

Adam J. Young, Jr., Inc., National Representatives

Hon. James J. Neale
Dancer-Fitzgerald-Sample
Chicago

Dear Jimmy:

$15,000,000—a lot of greenbacks in anybody's language. But that's what was distributed last week as a bonus to the 120,000 coal miners in Southern West Virginia. This money represents retroactive and vacation pay due the miners under the new wage agreement. Like I was tellin' Myrt last night—Those coal miners will be able to buy a lot of cars, refrigerators and just about anything they want with $15,000,000. And I reckon all the advertisers who've been using WCHS to tell our listeners about their products will get a share of the $15,000,000, . . . because more folks in Southern West Virginia listen to WCHS than any other radio station!

Yrs.

Algy

WCHS

Charleston, W. Va.

KFMB
Sells
SAN DIEGO

Going Up! 1946
U. S. Census shows San Diego metropolitan district with post-war civilian population of 465,720. San Diego city population jumps 78% over 1940! This lucrative market is yours "from the inside" with KFMB.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.

FCC Actions

(Continued from page 81)

transmitter location and to extend commencement and completion dates.

AM—1490 kc

KWWB Walla Walla, Wash.—Modification of CP which authorized a new standard broadcast station, to change type of transmitter, for approval of antenna and approval of transmitter and studio locations.

AM—1000 kc

KOMO Seattle, Wash.—Modification of CP which authorized an increase in power, installation of new transmitter and directional antenna for night use, and change in transmitter location for changes in directional antenna for night use.

AM—1090 kc

KEVR Seattle, Wash.—Modification of CP which authorized increase in power, installation of new transmitter and directional antenna for day and night use, and change in transmitter location for changes in directional antenna.

AM—630 kc

Western Montana Associates, Missoula, Mont.—CP new station 630 kc 5 kw, directional antenna night and unlimited hours.

AM—1230 kc

Tri-County Radio Corp., Shelby, Mont.—CP new station 1230 kc 250 w and unlimited hours.

AM—1450 kc

James L. Frank, Colorado Springs, Colo.—CP new station 1450 kc 250 w and unlimited hours.

AM—1240 kc

Pikes Peak Bcstg. Co., Colorado Springs, Col.—CP new station 1240 kc 250 w and unlimited hours.

AM—1340 kc

Southern Wyoming Bcstg. Co., Laramie, Wyo.—CP new station 1340 kc 250 w and unlimited hours.

AM—1400 kc

KODI Cody, Wyo.—Modification of CP which authorized a new standard broadcast station for approval of antenna, approval of transmitter and studio locations and to change corporate name from Big Horn Basin Bcstg. Co. to Absaroka Bcstg. Co.

Applications Tendered for Filing:

AM—580 kc

Foundation Co. of Washington, Washington, D. C.—CP new station 580 kc 5 kw, directional antenna and unlimited hours.

AM—1270 kc

WLBR Lebanon, Pa.—Consent to assignment of construction permit to Lebanon Bcstg. Co. (a corporation).

AM—990 kc

The Eastern Oklahoma Bcstg. Corp., Muskogee, Okla.—CP new station 990 kc, 1 kw, directional antenna night and unlimited hours.

AM—1460 kc

WLAY Muscle Shoals, Ala.—CP to change from 1450 to 1460 kc, power from 250 w to 1 kw, install new transmitter, change transmitter location and install directional antenna night use.

AM—1270 kc

WTMC Ocala, Fla.—CP to change from 1490 to 1270 kc, power from 250 w to 1 kw, install directional antenna night, new transmitter, and change transmitter location. (Contingent upon WPDQ operating on new frequency.)

AM—800 kc

Independent Bcstg. Corp., Knoxville, Tenn.—CP new station 800 kc 1 kw and daytime hours.

AM—1170 kc

Anderson Broadcasters, Anderson, S. C.—CP new station 1170 kc 250 w and daytime hours.

AM—1120 kc

Marti Inc., Cleburne, Tex.—CP new station 1120 kc 250 w and daytime hours.

AM—1450 kc

Arthur S. Feldman, Ft. Wayne, Ind.—CP new station 1450 kc 250 w and unlimited hours. (Contingent on grant of change in frequency of station WGL.)

AM—620 kc

Fresno Bcstg. Co., Fresno, Calif.—CP new station 620 kc 1 kw, directional antenna and unlimited hours.

AM—1490 kc

Siskiyou Bcstg. Co., Yreka, Calif.—CP new station 1490 kc 250 w and unlimited hours.

AM—1380 kc

KRKO Everett, Wash.—CP to change from 1400 to 1380 kc, power from 250 w to 1 kw, install new transmitter and directional antenna for night use.

AM—1340 kc

Pacific States Radio Co., Corvallis, Ore.—CP new station 1340 kc 250 w and unlimited hours.

JULY 9

AM—850 kc

WHDH Boston—CP to increase from 5 to 50 kw, install new transmitter and new directional antenna for day and night use and change transmitter location from Saugus to Wayland, Mass.

AM—1240 kc

Miller Associates Inc., Youngstown, Ohio—CP new station 1240 kc 250 w and unlimited hours.

AM—1110 kc

Moraine Broadcasters Inc., Dayton, Ohio—CP new station 1110 kc 1 kw and daytime hours.

AM—1230 kc

Joseph M. Ripley, Leesburg, Fla.—CP new station 1230 kc 250 w and unlimited hours.

AM—1400 kc

Loys Marsdon Hawley, Bennettsville, S. C.—CP new station 1400 kc 250 w and unlimited hours.

AM—1340 kc

WGNI Wilmington, N. C.—Modification of CP which authorized a new station, to change type of transmitter and change transmitter and studio locaions and extend commencement and completion dates.

AM—1230 kc

Kola Bcstg. Co., Opelousas, La.—CP new station 1230 kc 250 w and unlimited hours.

AM—1490 kc

Four States Bcstg. Corp., Texarkana, Ark.—CP new station 1490 kc 250 w and unlimited hours.

AM—840 kc

Port City Bcstg. Co., Port Arthur, Tex.—CP new station 840 kc 1 kw and daytime hours.

AM—1490 kc

KGKB Tyler, Tex.—Authority to determine operating power by direct measurement of antenna power.

AM—1090 kc

Effingham Bcstg. Co., Effingham, Ill.—CP new station 1090 kc 250 w and daytime hours.

AM—1240 kc

Des Moines Bcstg. Corp., Des Moines, Iowa—CP new station 1240 kc 100 w and unlimited hours.

AM—1240 kc

KCOW Ellensburg, Wash.—Modification of CP which authorized a new station to change transmitter, make changes in antenna system and extend completion date.

AM—1230 kc

Southern Wyoming Bcstg Co., Rawlins, Wyo.—CP new station 1230 kc 250 w and unlimited hours.

AM—970 kc

Boulder City Bcstg. Co., Las Vegas, Nev.—CP new station 970 kc 1 kw and unlimited hours.

AM—1490 kc

Alva B. Adams Jr., Pueblo, Col.—CP new station 970 kc 250 w and unlimited hours.

AM—1490 kc

Ogden Bcstg. Co. Inc., Ogden, Utah—CP new station 1490 kc 250 w and unlimited hours—AMENDED: re change in stockholders.

Relay

News-Press Publishing Co., Area of Santa Barbara, Calif.—CP new relay station to be operated on 31.62, 35.26, 37.34, 39.62 mc, power of 5 and A3 emission.

Applications Returned:

AM—1490 kc

Thomaston Bcstg. Co., Thomaston, Ga.—CP new station 1490 kc 250 w and unlimited hours.

AM—810 kc

Thomaston Bcstg. Co., Columbus, Ga.—CP new station 810 kc 5 kw and daytime hours.

AM—1420 kc

San Joaquin Bcstg. Co., Stockton, Calif.—CP new station 1420 kc 1 kw, directional antenna and unlimited hours of operation.

Applications Tendered for Filing:

AM—850 kc

WEEU Reading, Pa.—Consent to transfer of control of licensee Corp. from George J. Feinberg, Joseph M. Nassau and Milton J. Hinlein to Hawley Bcstg. Co. Also includes Relay Station WEGP and Conditional Grant of FM Metropolitan Station.

AM—1450 kc

KFIZ Fond du Lac, Wis.—Consent to assignment of license to KFIZ Bcstg. Co.

AM—1270 kc

KCOK Tulare, Calif.—CP to change frequency from 1240 to 1270 kc power from 250 w to 1 kw install directional antenna, night and new transmitter.

JULY 10, 1946

AM—1360 kc

WWBZ Vineland, N. J.—Modification of CP which authorized a new station to change type of transmitter and change transmitter and studio locations and extend commencement and completion dates.

AM—1150 kc

WCOP Boston, Mass.—License to cover CP as modified which authorized increase in power, make changes in transmitting equipment, install new DA for day and night use and change transmitter location.

AM—1150 kc

WCOP Boston, Mass.—Authority to determine operating power by direct measurement of antenna power.

AM—910 kc

WABI Bangor, Me.—Modification of CP which authorized increase in power employing DA night and make changes in transmitting equipment for extension of completion date.

AM—1340 kc

WMFF Plattsburg, N. Y.—License to cover CP which authorized installation of new transmitter.

FM—Unassigned

Brooklyn Bcstg. Service Inc., Brooklyn, N. Y.—CP new FM (Community) station to be operated on frequency to be assigned by FCC—AMENDED: to specify studio location.

AM—730 kc

WCIF Madisonville, Ky.—Modification of CP which authorized a new station for approval of antenna and approval of transmitter and studio locations.

AM—1560 kc

WTOD Toledo, Ohio—License to cover CP as modified which authorized a new station.

AM—1560 kc

WTOD Toledo, Ohio—Authority to determine operating power by direct measurement of antenna power.

AM—1450 kc

KAMD Camden, Ark.—License to cover CP which authorized a new station.

FM—Unassigned

Radio Asheville Inc., Asheville, N. C.—CP new FM (Metropolitan) station to be operated on frequency and coverage to be determined by FCC—AMENDED: to change type of transmitter.

Video—76-82 mc

J. W. Birdwell, Nashville, Tenn.—CP new commercial television station to be operated on channel 1, 50-56 mc and ERSR of 719.4—AMENDED: to change frequency from channel 1, 50-56 mc to channel 5, 76-82 mc, type of transmitters and make changes in antenna system.

AM—1320 kc

WKAN Kankakee, Ill.—Modification of CP which authorized new station, to make changes in vertical antenna and mount FM antenna on top and extend commencement and completion dates.

FM—91.5 mc

Iowa State College of A. and M., Ames, Iowa—CP new noncommercial educational station on 42.9 mc power of 1 kw and A3 emission—AMENDED: to change frequency from 42.9 to channel 218, 91.5 mc, change type of transmitter and make changes in antenna system.

Applications Tendered for Filing:

AM—660 kc

Grosse Pointe Bcstg. Corp., Grosse Pointe, Mich.—CP new station 660 kc 250 w and daytime hours.

AM—730 kc

Grant Street Radio Stations Inc., Pittsburgh, Pa.—CP new station 730 kc 1 kw and daytime hours.

AM—1490 kc

J. C. Rothwell, Littlefield, Tex.—CP new station 1490 kc 250 w and unlimited hours.

AM—1400 kc

Radio South Inc., Jacksonville, Fla.—CP new station 1400 kc 250 w and unlimited hours.

AM—770 kc

KFEL Denver, Col.—CP to change frequency from 950 to 770 kc power from 5 to 50 kw install new transmitter and change transmitter location.

AM—1340 kc

Carroll S. Mohr, Fred O. Rice, Douglas D. Kahle and George D. Humphrey d/b as the Snowy Range Bcstg. Co, Laramie, Wyo.—CP new station 1340 kc 250 w and unlimited hours.

AM—1400 kc

Robert W. LeMond, F. Clinton Jones and Clarence E. Fisher d/b as Town Talk Bcstg. Co., Grass Valley, Calif.—CP new station 1400 kc 250 w and unlimited hours.

AM—1440 kc

KMED Medford, Ore.—Consent to assignment of license to Medford Radio Corp. Also includes FM conditional grant.

UOPWA WOULD OPEN CBS NEGOTIATIONS

DESPITE the fact that certification of the United Office and Professional Workers of America (CIO) to represent the CBS white collar workers has not been made by the National Labor Relations Board, (pending the outcome of the challenged votes) the union last week sent an open letter to Howard Hausman, director of personnel relations for CBS, suggesting the opening of negotiations between UOPWA and CBS management.

The letter, signed by Norma Aronson, director of organization for UOPWA, and Myra Jordan, chairman of CBS chapter, UOPWA Radio Guild, stated that "an agreement should be reached upon a date when all financial adjustments arising out of collective bargaining can be made effective." It further proposed "that all monetary increases, including general raises and classification adjustments, growing out of collective bargaining be made retroactive to June 14, the date of the NLRB election."

It seemed likely that since the NLRB has not certified the union to represent the workers as yet, the CBS answer to the letter would be "no."

The UOPWA also published a statement protesting "the action of Columbia in laying off 25 white collar employes in its current "economy" drive. The union proposed "immediate cessation of lay-offs" and "immediate reinstatement of the 25 white collar employes to the payroll."

Famine Group Feted

GOVERNMENT officials and members of the press were guests Thursday night at a dinner at the Statler Hotel, Washington, welcoming back from Europe a WLW Cincinnati Famine Committee, which visited Greece, Italy, France and Poland. With James D. Shouse, vice president of the Crosley Corp. in charge of broadcasting, as toastmaster, the committee members, whose trip was sponsored by WLW, reported on their findings. Speakers were Katherine Fox, WLW Special Broadcast Services head; Roy Battles, WLW farm director, who headed the trip; Mrs. Rhea Ahn, Columbus, O., homemaker; C. B. Blubaugh, Knox County, Ohio, farmer, and Al Hokanson, Porter, Ind., grocer. At the head table were Rep. Clarence J. Brown (R-Ohio); FCC Comrs. Paul A. Walker and Rosel H. Hyde and Robert E. Dunville, Crosley vice president and WLW general manager.

Kalaidjian Promoted

ROBERT E. KALAIDJIAN, assistant employment manager of CBS, last week was appointed employment manager succeeding Bennett W. Lowry, resigned. Katherine Alles, who has been in the radio sales and Columbia-owned station administrative departments, will become assistant employment manager.

A 'Natural'

THE STATISTICS involved in the birth of a child to the wife of WHN New York Announcer Larry Blenheim read more like those of a dice game than a delivery. Mrs. Blenheim bore a seven-pound, seven-ounce girl on the seventh day of the seventh month at seven a. m., in New York. Last week she rested comfortably in room 4-1-7, seven that is, after being the seventh maternity case in the hospital delivery room.

Lindow, at New Position In Rochester, Is Feted

TOP executives of Rochester, N. Y., radio stations, newspapers, and advertising agencies attended a cocktail party at the Rochester Club July 10 to meet Lester W. Lindow, new general manager of Rochester's newest radio station.

Hosts were the board of directors of Monroe Broadcasting Co. Inc., holders of a CP for a 250 w station on 680 kc. Mr. Lindow, formerly manager of WFBM Indianapolis, recently joined the new station upon his release from active duty with the Army. He was Chief of the War Department's Radio Branch with rank of lieut. colonel.

About 125 guests were present, including the general managers and key executives of the other three Rochester stations. Monroe Broadcasting Co. is a locally owned corporation. Directors present included: Louis Wehle, George Kelly, John Wehle, Robert Wehle, M. Thomas Nagle, and Donald Dailey.

Mr. Lindow announced that offices and studios will be located at 191 East Ave. in downtown Rochester. Construction is now underway, and the station will occupy the entire second floor of the building at that address. The transmitter will be located at the edge of the city off Mt. Read Blvd.

WSYR-FM Goes on Air With 250 w on 93.5 mc

WSYR-FM, Syracuse, took the air July 9 as the first FM station in Central New York, operating with a temporary 250 w transmitter on 93.5 mc. Later the station plans to install a GE 7 kw transmitter.

Col. Harry C. Wilder, president of Central New York Broadcasting Co., put the station on the air. Six-hour daily operation is planned. Studios are adjacent to the WSYR studios. Though studio and control room facilities had been completed last year, all necessary equipment was not available until recently. Installation of the transmitter and testing were under direction of A. George Belle Isel, WSYR chief engineer.

FOUNDATION CHARGE DENIED BY RODMAN

METROPOLITAN Broadcasting Co., in a letter filed last week with the FCC, denied allegations of the Foundation Co. that Metropolitan was not "legally, technically, financially and otherwise" qualified to hold a construction permit [BROADCASTING, July 8].

No formal brief was filed in reply to the Foundation petition. Morrris Rodman, president of Metropolitan, sent to the Commission a letter of denial, along with (a) a memorandum of conference between Lawrence J. Heller, treasurer of Foundation and former majority owner of WINX Washington, Elmer W. Pratt, president of Foundation Co., and Edward M. Brecher, general manager of Metropolitan; (b) a letter from Foundation Co. to Metropolitan; (c) a letter from Mr. Brecher to Mr. Heller, and (d) a resolution adopted by Metropolitan Board of Directors.

The memorandum purported to report on a conference in which terms of consolidating interests allegedly were discussed. The Foundation Co. letter, signed by Elmer W. Pratt, president, to Mr. Brecher, said: "While the petition contains the usual necessary allegations in matters of this kind, we are in no way disposed to change our position as set forth by Mr. Heller to you in our recent conference."

Mr. Rodman called attention to the Pratt letter, alleging in his communication to the FCC that Mr. Pratt "states, in effect, that the allegations in the Foundation Co. petition are not seriously offered but are rather 'the usual necessary allegations in matters of this kind'."

The letter to Mr. Heller advised of action taken by Metropolitan and the board resolution was that Metropolitan "would not enter negotiations with Mr. Heller or with Foundation Co."

Metropolitan was granted a construction permit for a 500 w daytime station on 570 kc. Foundation filed application for a 5 kw fulltime outlet on 580 kc. Regulations require a 40 kc separation. Foundation asked that the Metropolitan grant be set aside.

Veteran Issues Raised In New Series on MBS

ENABLING WORLD WAR II veterans to present their problems before a panel of distinguished Americans, MBS, on July 14, started a new weekly series entitled *What the Veteran Wants to Know*, Sunday, 2:45-3 p.m.

Presenting a different problem each week, panel on the initial show consisted of Gen. Omar N. Bradley, Administrator of Veterans Affairs, Wilson W. Wyatt, U. S. Housing Administrator; and William K. Jackson, president of the U. S. Chamber of Commerce. Tom Slater and Winthrop Sherman are moderators.

WE DON'T POINT WITH PRIDE (Ky.)!

The few inhabitants of Pride (Ky.) may hold their collective noses so high they can't see over their chins. But radio advertisers who can see beyond the ends of their noses *know* that WAVE's Louisville Trading Area has more wealth and more buying power than all the Prides in this State, *combined*. When pointing with pride, we suggest the index finger, jabbed directly at WAVE. That, at least, is what *most* of our advertisers do!

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National Representatives

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SELL MANY PRODUCTS FOR MANY ADVERTISERS
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Use WTAD
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Efficient merchandising service plus complete town-farm coverage make WTAD a "must" on your radio time list.
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The Nunn Stations
SERVE AND SELL IN
5 GROWING MARKETS
• WMOB—ABC
Mobile, Ala.
• WBIR—ABC
Knoxville, Tenn.
• WLAP—ABC
Lexington, Ky.
• KFDA—ABC
Amarillo, Tex.
• WCMI—CBS
Ashland, Ky.
Huntington, W. Va.

audiodisc
Fine transcriptions are recorded on Audiodiscs
AUDIO DEVICES, INC., N. Y. C.

Sedgwick

(*Continued from page 15*)

Chicago in 1932, he abandoned a successful business career in 1942 to return to the University and study law, receiving his J. D. degree in 1943.

Mr. David joined FCC in 1939 after two years' law practice in Boston, and served for more than a year as assistant to Chairman Fly. Later he headed the renewal section of the law department's Broadcast Division and subsequently became chief of the litigation section. At the outset of the war he was placed in charge of some 25 lawyers dealing with war problems.

FCC Assignments

His FCC assignments included work on legal aspects of problems arising under NARBA; setting up of field offices in the law department; investigation of personnel and policies of foreign language and international broadcast stations; and preparation, for a Senate committee, of testimony analyzing history and problems of the telegraph industry as the basis for FCC's proposal for the merger of Postal Telegraph and Western Union. He aided General Counsel (now Acting Chairman) Charles R. Denny Jr., in preparing FCC's case before the Cox investigating committee. A few months ago he was mentioned as a possible successor to Paul A. Porter on the Commission and also as an appointee to the general counselship.

KYW Technicians Vote On Bargaining Agent

TECHNICIANS of KYW Philadelphia will vote within 30 days, under an NLRB decision announced last Monday, to choose National Association of Broadcast Engineers and Technicians (NABET) or American Communications Association of CIO, or neither, as their bargaining agent.

KYW and KYW-FM are owned by Westinghouse Radio Stations Inc. NLRB's decision noted that ACA has represented the employes since 1941 but that after 1943, when ACA gave notice that it wanted to negotiate a new contract, the agreement was continued in effect for an indefinite period by both company and union. NABET demanded recognition early this year.

A hearing on NABET's petition was held in Philadelphia in April, with ACA as intervenor. ACA subsequently charged Westinghouse Radio Stations with unfair labor practice, but the NLRB Regional Director administratively dismissed the charge by refusing to issue a complaint.

In the Public Interest

Safety Announcements

THE ADMONITION, "Please drive carefully this weekend," was used 64 times by WOW Omaha over the long weekend of the Fourth of July. Not one fatal auto accident was reported in Omaha or in the immediate territory. Manager of Omaha Safety Council said, "We are extremely gratefuly to WOW."

* * *

Scandinavian Plea

A PLEA, written by a family in need found its way from Norway to Texas to WTCN Minneapolis. Relayed to the station from the recipient, a resident of Texas, the Scandinavian writer explains that "Because of the misery that is here, I will dare to write to this address that I found in a piece of paper."

Translated by Johan Arrthun, WTCN Scandinavian singer, the letter was read in text by John Ford on one of his news programs.

In part, the letter reads: ". . . We are grateful for anything. A thing like knitwear we have not seen for five years. We are five in the family and even used material or old stuff is very difficult to get hold of. I dare send my address and hope to get an answer." WTCN reports that letters are pouring in to the station requesting details and asking how to help.

* * *

Sponsor Aids Famine

COOPER BREWERY, Philadelphia, during its *Nightcap of News*, daily except Sunday, at 11 p.m., EST, on WCAU Philadelphia, urges listeners to cooperate with President's Famine Emergency Committee by cutting use of wheat products, fats and oils and conserving all foods. Throughout war Cooper plugged war bonds, blood donor campaigns, Red Cross drives and similar public service projects. *Nightcap of News* is one of the oldest newscasts in the Philadelphia area.

* * *

Fighting Fatalities

AIMED at reducing Fourth of July holiday accidents, KXOK St. Louis started spot announcements July 1 calling attention to various accidents around the country and urging listeners to exercise caution. On the Fourth, KXOK correspondents were stationed in various hospitals to report accident cases to the station which broadcast details with the admonition that each listener could be the next victim. For its efforts, KXOK was congratulated by Henry S. Caufield, director of public safety in St. Louis, who termed it "one of the finest educational features I have ever heard in the many years of my public service."

* * *

WWJ Service Awards

SINCE the inaugurations of its sustaining program for Alcoholics Anonymous 17 months ago, WWJ Detroit has received requests from 138 stations for transcriptions of the original shows. As a result of this meritorious activity, WWJ has been presented with two awards for public service; one from Ohio State U. and the other from City College of New York.

* * *

Hospital Fund

FINAL PUSH to attain goal of $1,300,000 funds necessary to improve and enlarge Children's Hospital of Washington, D. C., was substantially aided when WWDC last week presented its "Million Dollar Show." From 7 a.m. until 8 p.m., station broadcast from the hospital building or grounds every half-hour, presenting many of its regular features direct from the institution.

* * *

Donors Respond

WMOH Hamilton, Ohio, broadcast an emergency call for a rare type blood, informing listeners that only seven percent of the population had the required type. Despite that fact, within 45 minutes, during which time two announcements were made, the hospital had heard from more than enough donors.

* * *

Foster Parents

MARY BIDDLE, subbing for Anice Ives, on the *Everywoman's Program* on WFIL Philadelphia, launched a drive to provide "foster parents" for the thousands of children overseas who are in dire need. The program is in cooperation with "Foster Parents Plan for War Children," a national organization. The name of a destitute child in France or Italy is provided to any listener who wants to help. The interested persons are then introduced by letter and send whatever packages are necessary to help. Among the services Mrs. Biddle will render will be keeping in constant touch with donors, keeping them up to date on postal regulations, packaging requirements, and recommending those items high on the necessity list.

A 'Thank You'

ALONG with its first month's billings, the new WIRA Fort Pierce, Fla., enclosed a summary of the station's public service activities and a certificate of acknowledgement, suitable for framing, in which the advertisers part in supporting the operation of WIRA for such worthy purposes is stressed.

EDWARD BORLOWE, partner in the advertising firm of Van Dyne, Borlowe & Capstass, Chicago, has returned to his desk after being confined to a local hospital for an emergency appendectomy.

British Jamming

(*Continued from page 13*)

next logical step of banning in the British Isles all foreign journals which carry advertising?"

The letter pointed out that any action taken by the British Government to restrict international radio operation "can only lead to retaliation, which beside the basic danger of abuse of freedom of the airwaves could easily lead to a radio war that would be harmful to all interests, government and private."

Charges that the British listener, hearing advertised products on the air, would pressure the Government for the products and thus create inflationary dangers, were branded as "nonsense." The letter concluded: "It would appear more likely that the Labor Government would prefer to avoid the pressure that competition is likely to create for the improvement of British radio at less or no cost to the taxpayer."

The White Paper said the Government had turned down a suggestion for an independent committee of inquiry to advise it on broadcasting in view of the expiration Dec. 31, this year, of the BBC charter. Three reasons were given for the refusal: (1) the existing 10-year charter has run only 2½ years under normal conditions—not long enough in the Government's view to form conclusions on the merits or demerits of the present system of broadcasting; (2) it is too early to determine the effects of wartime electronics research on peacetime broadcasting; (3) it will be some time before existing international agreements can be revised to take account of the geographical and technical changes of the past six years.

The Government, however, is not opposed to the idea of an independent committee of inquiry, said the White Paper; thus the extension of BBC for five years instead of the normal 10-year period.

Viewed as Significant

This was viewed by observers in the U. S. as significant, despite assertions by Labor Government leaders that as long as the Labor Party remains in power, Britain will have nothing to do with commercial broadcasting. During a visit to Washington last year of Prime Minister Clement Attlee, it was stated on high authority that the Prime Minister would vigorously oppose any commercial broadcasting in Britain as long as he had breath.

On the other hand, hundreds of British Tommies during the war had a taste of American type of free broadcasting. They liked Jack Benny, Kate Smith, Bing Crosby, the dramatic serials. Although commercials were deleted by the War Dept., Army "commercials" were inserted and the British servicemen and women are reported to have acquired a liking for the variety of programs offered by U. S. stations.

High-ranking British officers and Government officials, over here during the war, are returning to their homeland with a different slant on the American commercialized radio, it is reported.

To offset the demands by British listeners for a greater variety of programs, the BBC in the fall will start a third service, to consist of serious programs, concerts and operas in their entirety. This service will augment the present "Light" and "Home" services. "The BBC director general has stated that with this third program Britain will have a more comprehensive broadcasting service than any country in the world," said the British release.

Britain would welcome acceptance by the BBC of "suitable foreign programs for rediffusion to home listeners," said the White Paper. The Government welcomes the BBC policy of "encouraging the spirit of competition in broadcasting by enhancing the status of its individual regional organizations," according to the U. K. Information Office.

Praises Engineers

Of BBC engineers the White Paper said: "No greater tribute could be paid to the technical excellence and reliability of their stations and equipment than to say that these have been extensively copied in other countries." BBC plans to spend each year a "substantial sum" on research and development.

The White Paper recommended continuation of international shortwave and mediumwave broadcasting since "other powers intend to continue the use of broadcasting to put their point of view before the European audience, and we cannot afford to let the British viewpoint go by default."

Overseas broadcasts will be financed by a direct grant from the Treasury estimated at 4,000,000 pounds or about $16,000,000 U. S. money. The U. S. State Dept. has earmarked $8,600,000 for international shortwave broadcasting for the next year.

There was one hitch in the BBC charter renewal. Radio fare will cost British listeners twice as much as in the past. Tax on home receivers, formerly 10 shillings a year (approximately $2) will be one pound ($4). On television sets the fee will be two pounds or about $8.

Problem Solved

AN EFFECTIVE method of solving radio interference problems was reported, but not proposed, by August G. Hiebert, chief engineer of KFAR Fairbanks, Alaska, at last week's clear channel session. Testifying on KFAR's operation on 660 kc under Special Service Authorization, he was asked whether there had been any interference between KFAR and WEAF New York, dominant station on the channel. He said he had heard of none. "During the war we heard that some European station on 658 kc was giving us interference," he reported. "But after the bombing of Germany, that disappeared."

NAB STRATEGISTS PROBE REGULATION

PROBLEMS centering around Federal regulation of broadcasting and the FCC Blue Book were discussed July 8-9 at a meeting of the NAB Strategy Committee and its two subcommittees. The strategy group was authorized by the board last spring after issuance of the Blue Book (see separate board story, page 27).

NAB President Justin Miller presided at the meeting, which opened Monday evening, with the public relations and legal subcommittees then convening separately. Joint meeting was held Tuesday.

Recommendations to be submitted to the NAB board meeting Aug. 6-8 at Estes Park, Colo., were adopted but not divulged since they require board action. After the meeting President Miller voiced satisfaction over the "careful and thoughtful consideration which the committee had given to the subject."

The subject was defined as "the many problems incident to the entry into the broadcast business of thousands of new broadcasters, many of them unfamiliar with the problems involved in the business." These problems are serious, it was indicated, since many operators of new stations are entering the field from other types of business and are not familiar with responsibilities and ethics of broadcast station operation.

Present at the strategy meeting, besides President Miller, were Edgar Bill, WMBD Peoria; Frank Stanton, CBS; Wayne Coy, WINX Washington; Louis G. Caldwell, Horace Lohnes, Washington radio attorneys; Don S. Elias, WWNC Asheville, N. C.; A. D. Willard Jr., NAB executive vice president; C. E. Arney Jr., secretary-treasurer; Don Petty, general counsel; Edward J. Heffron, executive assistant, public relations, all of NAB.

Lyons Leaves WBKB

HERBERT LYONS, publicity director for WBKB, Chicago television station, has resigned to become picture and television representative for Stanley & Kramer, Hollywood advertising agency, effective August 15. Helen Cambrai Bolstad, associated with WBKB before entering the trade press field, has returned to replace Mr. Lyons.

We've statistics for you to see, proving the GREATNESS of the WLAW market. Great in size . . . 3 New England states, 181 cities and towns. Great in buying power . . . nearly two million listeners with over two billion dollars! Send for data.

5000 WATTS 680 Kc.
50,000 WATTS . . . SOON!!

Basic Station
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NATIONAL REPRESENTATIVES:
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WWL
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THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY
50,000 Watts - Clear Channel
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WCKY
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watt voice
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your MUTUAL friend
TRY IT AND "SPOT"
THE DIFFERENCE

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5000 WATTS 1330 KC.
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ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD — 117 West 46th Street, New York, N. Y.

ABC Hearing

(*Continued from page 13*)

stock optioned by ABC executives and shares to be offered affiliates (on the basis of station compensation), at $14 rather than the $15 public price (see separate story).

4. Edward J. Noble, ABC board chairman and controlling stockholder, said he bought the Blue network in 1943 not as a speculation but "to acquire an opportunity to build a great radio network," and that he had no intention of selling. Mr. Priaulx said Mr. Noble had taken no income from ABC.
5. President Mark Woods reviewed ABC history and outlined AM, FM, and television plans, including plans for an FM network (see page 87). He thought ABC might break even on operation of five proposed television stations in three years but said it might be "many years" before FM can be a financially successful independent operation.
6. He said ABC planned to purchase King-Trendle whether the stock issue is approved or not.
7. Regarding the stock plan, he said the general public will benefit by having ABC owned by many stockholders and said he had no doubt that shares selling at $15 in this issue would be worth $30 or more in five years.
8. Vernon L. Wilkinson, FCC assistant general counsel, noted that some stockholders of ABC own interests in other stations and asked the Commission to take judicial notice of its recent Wabash Valley decision, in which FCC said it was considering promulgation of a rule barring network officials from owning stock in other stations.
9. Mr. Wilkinson pointed out that the contract with King-Trendle calls for ABC to receive undistributed profits of the corporation from Jan. 1 and that this might include profits of WOOD after FCC's decision but before WOOD is transferred. He said Sec. 3.106 of FCC rules might be involved. Sec. 3.106 prohibits network ownership of a station if competition with other stations in that market would thereby be substantially restrained.
10. It was emphasized that program enterprises (*Lone Ranger, Green Hornet*, etc.) owned by King-Trendle stockholders, are not involved in the sale.

Owners of King-Trendle are John H. King (40%); George W. Trendle (40%); H. Allen Campbell (10%); Howard O. Pierce (10%). WXYZ operates on 1270 kc and WOOD on 1300 kc, both with 5 kw power fulltime.

ABC introduced a letter dated July 8 in which Liberty Broadcasting Co. agreed to pay $850,000 for WOOD [BROADCASTING, July 1]. Network spokesmen said the sale is for cash and that no earnest money was deposited. The sale would reduce ABC's net outlay for King-Trendle to $2,800,000.

Joseph A. McDonald, secretary and counsel of ABC, said it was not possible to find a co-purchaser to buy WOOD when the network contracted on April 24 to purchase King-Trendle. However, he pointed out, ABC retained the right to assign up to 40% when a purchaser was found.

23.9% Transferred

Mr. McDonald said that actually 23.9% is being transferred to Liberty as representing WOOD. Liberty principals are Roy C. Kelley, president, and Ray M. Veenstra, secretary, who have bought WHLS Port Huron, Mich. for $300,000 subject to FCC approval. Mr. Kelley, former executive vice president of Associated Broadcasting System, is president of Wolverine Network in Michigan, is a partner in International Advertisers, an agency, and has applied for a new station in Muskegon. Mr. Veenstra has been connected with ownership and management of Fox Jewelry Stores in Michigan.

Mr. Priaulx, outlining details of the stock plan, submitted balance sheets showing ABC's total assets as $13,085,906 on March 31 and $14,340,181 on May 31. He said Dillon, Read & Co. had formed an underwriting group to buy 1,000,000 shares at $14 for resale to the public at $15, with not more than 100,000 shares reserved for offer to affiliates at $14.

He said 10,000 shares were the maximum for one buyer and that, in the offer to affiliates, 3,060 shares formed the largest block for one station. He emphasized that the stations' rights of ownership and sale of stock would be independent of their affiliation contracts with ABC. They may sell at any time after 60 days.

Goodwill Value

In the discussion of the goodwill value of King-Trendle, Mr. Priaulx said the net tangible worth was estimated at $696,576 (WXYZ $621,192 and WOOD $75,384) but emphasized that no specific value had been assigned to the Michigan Radio Network, which is a part of King-Trendle, or to King-Trendle's conditional grants for television and FM stations in Detroit. However, he said, these factors were considered in setting the price.

He said the sales price was reached by negotiation, King-Trendle owners first asking $4,000,000 and ABC considering $3,500,000 a fair price. Taking probable profits during the negotiation period into account, he said, ABC agreed to $3,650,000.

Earnings were put at $361,000 for WXYZ and $133,000 for WOOD.

Testifying on the establishment of goodwill value as six times earning power, Mr. Priaulx was asked by Acting Chairman Charles R. Denny Jr. whether use of the multiple "six" is standard procedure. He said he thought any multiple from 5 to 15 might produce a "stable" figure for goodwill.

Mr. Priaulx said the total price

Exhibit Outlines ABC's Proposed Sale Of Stock to Stations on Sliding Scale

RANGING from 100 shares for small local stations to 3,060 for WLS Chicago, amount of stock to be offered each ABC affiliate in the network's proposed stock issue was revealed in exhibits presented to FCC at the hearing last Tuesday (see story, page 13).

The allocations were based on station compensation during the first three periods of 1946, with a minimum of 100 shares to any licensee. They will be offered at $14 a share, compared with the $15 starting price in the public sale.

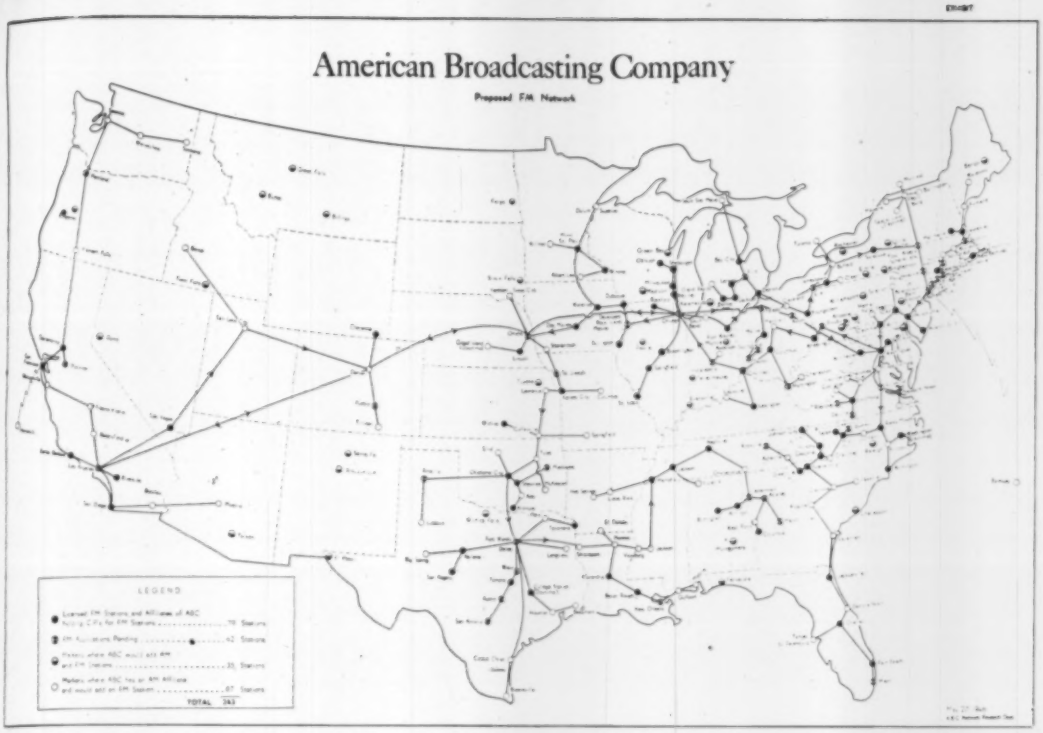
While 100,000 shares would be reserved for offer to affiliates, C. Nicholas Priaulx, ABC vice president in charge of finance, said it was not known whether the stations would buy their allotted amounts. He emphasized that there will be no restrictions on disposition of the stock except that it be held for 60 days, and that ownership of stock would have no effect upon the stations' affiliation contracts.

Affiliates would be required to purchase within three to seven days of the offer, exact deadline to be set by ABC and the underwriters.

The list covered 201 affiliates (all as of June 30), of which 28 were allotted more than 1,000 shares. WLS was the only station which would be offered more than 3,000.

In the 2,000-3,000 bracket were: WCAE Pittsburgh 2,620; WFIL Philadelphia 2,260; WWVA Wheeling 2,210.

To be offered from 1,000 to 2,000 were: WAGA Atlanta 1,140; WFBR Baltimore 1,970; WCOP Boston 1,480; WKBW Buffalo 1,490; WSAI Cincinnati 1,280; WJW Cleveland 1,980; KVOD Denver 1,140; KRNT Des Moines 1,220; WOWO Fort Wayne 1,100; KGKO Fort Worth 1,140; KXYZ Houston 1,170; WISH Indianapolis 1,020; KCMO Kansas City 1,100; WTCN Minneapolis 1,440; KEX Portland 1,030; KXOK St. Louis 1,940; KJR Seattle 1,140; WAGE Syracuse 1,240; WTRY Troy, N. Y. 1,100; WMAL Washington 1,440; KXEL Waterloo, Ia., 1,430; WNAX Yankton 1,430.



MAP of ABC's proposed FM network is shown above as presented to FCC last week in hearings on the network's planned stock sale and purchase of King-Trendle Broadcasting Corp. President Mark Woods said ABC proposes to operate FM with AM, duplicating programs as much as possible and not increasing rates because of the addition of FM. Map envisages 243 stations: 79 now licensed or for which ABC affiliates hold CP's; 42 for which applications are pending; 35 in markets where ABC would add AM and FM; 87 in markets where ABC has affiliates and would add FM.

for WXYZ was about 7⅓ times earning power and characterized this as "reasonable." He told the Commission he had made no studies of recent station transfers to determine what multiples are most commonly used.

Asked by Comr. C. J. Durr whether he regarded broadcasting as a stable industry, he replied, "I do not."

To further questions by Mr. Durr he said he thought he would recommend building a new station rather than pay $2,800,000 for WXYZ if a frequency comparable to WXYZ's 1270 kc assignment were available in Detroit. But he emphasized that this was an off-hand opinion.

President Woods, testifying later, did not share Mr. Priaulx's opinion. He emphasized that in buying WXYZ the network was acquiring "immediate earning power," and that it would take years to build a new station into a going concern comparable to the established outlet.

Mr. Wilkinson, FCC assistant general counsel, who appeared with General Counsel Benedict P. Cottone as FCC counsel in the hearing, pointed out that Mr. Noble's present 71.39% interest in the network has a paper net worth of $4,799,000 whereas after the stock issue he would have 36.52% but this would represent a paper net worth of $7,276,000.

This was due, it was pointed out, to the fact that part of the proceeds from the stock issue will be used to increase the book value of some of the old stock.

Mr. Priaulx said Mr. Noble now has $3,825,000 invested in the network and estimated he could sell this stock for $10,650,000. The increase in value he attributed "primarily to the progress of ABC" since Mr. Noble bought the network in 1943.

Noble Has Received Nothing

He said Mr. Noble has received no dividends, salary or other income from ABC.

Mr. Wilkinson pointed out that ABC gets all WOOD profits for this year up to closing date and asked: "With every day's delay, you are realizing something from WOOD?" Mr. Priaulx agreed.

President Woods traced the network's financial growth from $90,000 earnings in 1942 to $719,000 for the first quarter this year, and from $12,400,000 revenues in 1942 to $8,470,000 for the first three months of 1946. There has been "substantial growth," he said, "in more ways than finance." He pointed out that ABC now has 202 affiliates, and that their quality as well as their number has increased.

While station operation is profitable, he said, the "network end of the business as an entity" is operating at a loss.

In addition to its four owned stations (WJZ WENR KGO KECA), ABC has a conditional FM grant for San Francisco and has applications pending for FM in Chicago, Los Angeles and New York and for television stations in the same four cities. King-Trendle, besides its conditional television and FM grants for Detroit, has an FM application for Grand Rapids.

Mr. Woods estimated operating expenses for the proposed New York television station at $500,000 for the first full year; approximately the same for the Los Angeles outlet, and lesser amounts for those in Chicago, San Francisco and Detroit.

Conceding that it is difficult to forecast returns, he said "we don't intend to go broke at it. In a few years' time, we'll be doing all right." He said he thought the network could break even on combined operation of five stations in three years.

Difficult to Forecast

Advertisers who help pay the bill in television at the outset, he said, may be given priority on time spots over advertisers who get into television later, he asserted.

He said ABC plans to operate FM as a "supplementary" but important service, duplicating AM programs over FM as much as possible. "The cost of FM, God and Mr. Petrillo willing, shouldn't be too high," he declared.

How long it will be until FM can "break even," he said, depends upon such factors as the individual operating the station, whether it operates independently

(*Continued on page 88*)

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TRANSCRIPTION LIBRARY
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January 1, 1942, Lucky Lager started brewing on KSFO. Since then, 1,656 "Lucky Lager Dance Times" have proved that KSFO time SELLS!

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KGHL
BILLINGS, MONTANA
5000 WATTS
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IN TOUCH WITH TOMORROW
. . . . IN TUNE WITH TODAY
KGW
PORTLAND, OREGON
REPRESENTED BY EDWARD PETRY & CO.

Covering
Ohio's
3rd Market
At less cost with WFMJ—American Network
Ask HEADLEY-REED
WFMJ
YOUNGSTOWN, OHIO

IN CANADA
WINNIPEG
is a "MUST" buy
Men Who Know
select
REPRESENTATIVE - WEED & CO.

BEST 50,000 WATT BUY OF THE WEEK
Robert Q Lewis

Sensational young disc jockey with a unique sales-pulling personality. Available Participation Basis.
5-6 pm • 9-10 pm weekdays
WHN NEW YORK
Represented by RAMBEAU

FARM STATION?
YES! FOR TWENTY YEARS OUR ENTERTAINMENT AND SERVICES HAVE BEEN PLANNED FOR FARMERS IN KANSAS AND ADJOINING STATES.
WIBW The Voice of Kansas in TOPEKA

ABC Hearing

(*Continued from page 87*)

or has a network affiliation, actions of the FCC, and production on the part of manufacturers.

He said FM is superior to AM "in rural areas especially," but that when an AM station had a good signal he didn't think the listener would be particularly interested in dialing to FM.

ABC does not plan to increase its rates because of FM operation, he declared.

Encourages FM

He emphasized that ABC consistently has encouraged its affiliates to enter FM.

Mr. Woods said the affiliate which renders the best service to the network and through the network to the advertiser is entitled to greater remuneration from the network than one who renders less service. This, he declared, might be made a factor in future promotion of FM to ABC affiliates.

The network does not intend, he said, to apply for FM in a city where it has an AM affiliate, even though the affiliate itself does not seek FM operation. To do so, he explained, would incur illwill.

Commissioner Durr pointed out that ABC plans to spend $33,000 for FM in Detroit compared to $2,800,000 for WXYZ. Mr. Woods conceded that the proposed FM outlet might give slightly better coverage than WXYZ. But he stressed that the FM station would have "zero listeners" at the start as against "millions" for WXYZ.

To replace AM with FM in Detroit, set for set, would take 15 years, Mr. Woods estimated. He said to replace 60% of the AM sets with FM would take 7½ years.

He said James G. Riddell would be promoted from sales manager to station manager of WXYZ.

Mr. Noble, testifying briefly, said he bought the Blue network not as a speculation but as "an opportunity to build a great radio network. I am not interested in selling the company at any price. The proposed financing is solely for the benefit of the company. I am not selling and have no intention of selling any of my shares this year, or next, or any future years as far as one can humanly know.

"It is my desire and ambition to help develop the still unrealized potentialities of radio as one of our nation's richest assets—bringing entertainment, enlightenment and education to all people."

Pledged 'Reputation'

Referring to his purchase of Blue network for $8,000,000, he said "taking on this enterprise single-handedly was a challenge and I expect my personal reward to be in the satisfaction that comes from accomplishment."

Earlier, it was testified that Mr. Noble in buying the Blue not only invested $4,000,000 but "pledged his reputation" on a $4,000,000 loan secured by American.

Messrs. Trendle and Campbell in brief appearances on the stand pointed out that Mr. King, 73 and not active in the business, wished to dispose of his 40% interest in King-Trendle, and that Mr. Pierce, owner of 10%, also is retired.

Mr. Campbell said he and Mr. Trendle are applying (as Central Broadcasting Co.) for an AM station in Flint, Mich., and that they also hope to acquire Messrs. King and Pierce's interests in the program and production companies.

He said no "actual offer" to purchase King-Trendle or either WXYZ or WOOD had been received prior to the ABC offer. Asked whether he thought he could sell WOOD to another purchaser for $850,000, he replied: "That I don't know." But he said he thought $850,000 was a reasonable price.

FCC spokesmen said they had received a message from Mr. Stiles (later identified as Walter B. Stiles, former owner of one of the half-time stations consolidated to form WOOD), complaining of nonpayment in the transaction. He was notified that he would be allowed to testify, but did not appear. Mr. Campbell said King-Trendle had had no such complaints and no lawsuits.

Time Out

WHEN an Atlantic City to Philadelphia bus stopped at Hammonton, N. J., for a rest period, passengers listened to the Phillies-Cincinnati ball game being broadcast from Philadelphia by WIBG, and as the game was in extra-innings, they refused to board the bus and continue the trip until the outcome was decided. WIBG really claimed a hold on their listening audience, for it took until the 12th inning, when the winning run was scored, before the passengers could be persuaded back on the bus.

Site Selected by TBA For October Conference

THE SECOND Television Conference and Exhibition of the Television Broadcasters Assn. Inc., New York, will be held Oct. 10 and 11 at the Waldorf-Astoria Hotel, New York City, it was announced last week.

The two-day event will exhibit the latest television equipment ready for service to broadcasters and consumers, with actual telecasts originating at the conference.

A registration fee of $25 per person for the conference should be sent to Ralph B. Austrian, chairman, Second Television Conference and Exhibition, Television Broadcasters Assn. Inc., Suite 1038, 500 Fifth Ave., New York 18, N. Y.

ABC Lists Stock Bought by Execs

Seventeen Have Options On 42,500 Shares

A LIST of stock options of ABC executives, showing 42,500 shares optioned and more than 60% of them already purchased, was submitted to FCC last week in the hearing on the network's proposed public sale of stock.

Held by 17 officials, the options were taken on three dates—Dec. 31, 1943; Feb. 14, 1945, or March 16, 1946. They were slated to expire variously on Dec. 31 of 1944, 1945, 1946, and 1947. All shares on which options expired Dec. 31, 1945 and most of those expiring at the end of this year already have been purchased.

It was pointed out that the number of shares shown on the list were the shares prior to recapitalization. Each outstanding share of such stock of the par value of $10 was exchanged May 13 for two shares of $1 par value. Therefore, the exhibit explained, the number shown on the list "represents one-half of the number of shares which have been exchanged for shares already purchased under option" and one-half of those subject to purchase hereafter under the option agreements.

The exhibit also noted that Edgar Kobak, then executive vice president, optioned 10,000 shares on Dec. 31, 1943 but never exercised the option, which was cancelled when he resigned in October 1944. Charles P. Jaeger, former vice president, optioned 1,500 and bought 300 before resigning last May, at which time the option was cancelled and the 300 shares repurchased by ABC.

The list showed:

Executive	Shares Under Option	Options Already Exercised
Mark Woods	10,000	10,000
Earl E. Anderson	4,000	2,500
C. Nicholas Priaulx	4,000	2,500
Keith Kiggins	5,000	2,500
Edwin R. Borroff	5,000	2,500
Don Searle	2,500	1,250
Robert E. Kintner	2,000	1,000
Merritt R. Schoenfeld (resigned)	1,500	300
John H. Norton	1,500	750
Charles E. Rynd	1,500	750
Frederick M. Thrower Jr.	1,500	750
Adrian Samish	1,000	200
Charles C. Barry	1,000	200
George O. Milne	500	100
Frank Marx	500	100
Merwyn B. Grabhorn	500	100
Stanley Florsheim	500	250

RCA Names Norton

WALTER M. NORTON, director of the recently organized distribution department of RCA Victor, Camden, N. J., has been appointed president of the RCA Victor Distributing Corp. Before joining RCA Victor, Mr. Norton was associated with Montgomery Ward & Co., in both Chicago and New York, and prior to that was engaged in merchandising activities in Los Angeles and San Francisco for Sears, Roebuck & Co.

PW License

(Continued from page 14)

point of origin and the point of reception," said the PW report.

PW plans to utilize frequencies already licensed, although a survey indicates "a better overall service will be obtained from an increase in transmitter power," PW reported. Tests of moduplex and relay transmissions also were made. Results indicated, however, that A3 direct transmissions were better than the others. Evaluation as a whole of the various methods was listed as follows:

A3 direct—Excellent 19%; good 39%; fair (broadcast quality for speech) 30%; poor 10%; very poor 2%.

Moduplex direct—Excellent 21%; good 21%; fair 16%; poor 26%; very poor 16%.

A3 relay—Good 22%; fair 45%; poor 33%.

Moduplex relay—Good 50%; fair 25%; poor 25%.

Monitoring stations' indicated, said PW, that they considered "excellent" and "good" as meaning suitable for rebroadcast, regardless of program content, and "fair" as suitable if the program content was speech only. PW does not plan to recommend transmission of musical programs over its proposed system in the immediate future, although each of the 58 quarter-hour test segments contained both music and speech.

WHLS Hearing

HEARING on charges against WHLS Port Huron, Mich. regarding sale of time in the 1945 city elections, FCC announced last week, will be held Sept. 16. The hearing had been set for last Wednesday but was continued to permit completion of a stipulation of facts on which the case is to be heard. The Commission also continued, from July 8 to Sept. 9, the hearing on Electronic Time Inc.'s application for a developmental station in New York to demonstrate watch-size receivers providing listeners with continuous time and weather reports.

Rate Action Dropped

PROCEEDINGS involving division of radio-link tolls for U. S. communications carriers, begun by the FCC May 11, 1943, were dismissed last week. Under the proceedings the Commission proposed to require the radio-link portion of charges for foreign or overseas radio communications be divided on a basis of 50% to the licensee and 50% to the foreign correspondents of licensee. Such a division is now in effect in most U. S. carriers and is provided for in the Bermuda Telecommunications Agreement of Dec. 4, 1945, affecting direct radiotelegraph circuits between the U. S. and British Commonwealth points, the FCC said.

SHOES FOR FAMILY
Mother and Seven Children
—Aided by KDYL—

SHOES for 16 feet were provided by the ZCMI Dept. Store, Salt Lake City, through its program, *Wishing Well*, conducted by Jerry Burns on KDYL Salt Lake City.

Mrs. H. S. Stevenson, wife of a Salt Lake City doctor, wrote Mr. Burns about the Merle Campbell family, consisting of triplets, twins and two other children, ranging in ages from 8 years to 14 months. Mr. Campbell was in a hospital and providing shoes for the children was no easy matter, Mr. Stevenson wrote.

"I'm not wishing for myself. Instead I make my wish for Mrs. Campbell and her seven children," wrote Mrs. Stevenson, the listener. As a result Mrs. Campbell and her children were outfitted with shoes by the ZCMI store.

Austrian Again Boosts Film as Video Medium

RALPH B. AUSTRIAN, president of RKO Television Corp., last week told the film company's salesmen, meeting in New York, that "few programs" now being produced by live talent on television were "passable entertainment" and that he felt certain that 70 to 80 percent of television's manufactured entertainment would have to be done on film as 15 and 20 minute shorts.

He said that his criticism of present telecasts did not include those of special events like boxing matches.

Appearing before the RKO radio pictures sales meeting at the Waldorf Astoria, Mr. Austrian reported that much experimentation in theatre television was currently under way and that within one or two years, he thought, theatre television would be a practical reality.

Bus Grant Proposed

PETITION of National Bus Communications Inc. to make available certain frequencies to operate intercity bus communications experimentally would be granted under a proposal adopted last Wednesday by the FCC. Further hearing will be held to determine the number of frequencies to be assigned for bus service. Requests of other proposed users will be considered. Under the proposed decision the intercity passenger bus industry would not be required to obtain its mobile radio communication service from an existing general communications carrier or to share with others the frequencies assigned. The FCC will continue to issue licenses on an experimental basis for intercity bus communications. After final frequency determination the FCC will establish a separate intercity passenger bus radio service to govern operation of all stations furnishing communications exclusively to busses.

David Carpenter Takes Position at New WINR

APPOINTMENT of David Carpenter as general manager of WINR, new NBC affiliate in Binghamton, N. Y., was made Friday by E. R. Vadeboncoeur, vice president of WSYR Syracuse, and one of the founders of the Binghamton station.

Mr. Carpenter

For the past four years Mr. Carpenter has been vice president and general manager of WKNE Keene, N. H., during which time it was a Harry C. Wilder station.

Prior to that he was sales manager of WHEB Portsmouth, N. H. His first radio experience was in 1928 as musician and announcer at WBRE Wilkes-Barre, Pa. After spending several years in other lines of business and theatre management, he returned to radio in 1938 as announcer and salesman. He attended Western Reserve Academy, Hudson, Ohio, and Wyoming Seminary in Kingston, Pa. Mr. Carpenter is married and has three children.

WINR will go on the air Aug. 1 from newly constructed studios on Court House Square in Binghamton.

UN Arrangements

A MEETING was held at Mayor William O'Dwyer's office last Wednesday to plan for the welfare of out-of-town radio correspondents covering the United Nations sessions in New York next fall. Hotel and transportation accommodations will be handled through the office of Christopher Cross, United Nations radio liaison officer. Correspondents are to communicate with Mr. Cross at Hunter College. Stanley Richardson, NBC assistant director of news and head of the committee of broadcasters accredited to the United Nations, and Mr. Cross represented the radio correspondents at the meeting with representatives of Mayor O'Dwyer.

Speed Plane Radio

SHORT-CUT to speed authorization of radio operation on private aircraft was announced by FCC last Wednesday. The application form is being simplified so that part of its filled-out portion may be mechanically reproduced on a license for quick delivery. FCC also is encouraging aircraft transmitter manufacturers to supply basic technical data, so the applicant need not bother with this phase. When the new form comes into use, FCC said, one day generally will be sufficient for processing station applications.

A GOOD TIP FROM A GOOD NEIGHBOR

It will pay you to consider the vast possibilities of this great neighboring market. We'll gladly present facts as well as figures on how American advertisers can profitably use our network.

MEXICO

RADIO PROGRAMAS DE MEXICO
Largest Latin American Broadcasting System
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LIKE WLS IN CHICAGO

KOY 550 KC.

Gets Results IN PHOENIX

Key Station, The Arizona Network.
KTUC, Tucson;
KSUN, Bisbee-Lowell-Douglas
CBS
JOHN BLAIR & COMPANY

BOTH GET THRU!

CARRYING ALL CBS MAJOR PROGRAMS
KGVO
MISSOULA • MONTANA

BBM shows that CKNW has Primary Coverage of New Westminster, Vancouver and the Fraser Valley.
CKNW
NEW WESTMINSTER, B.C.

New York FM

(*Continued from page 16*)

were to the effect that President Truman had asked four Supreme Court justices to resign (the White House denied the story) and one last October, in which Mr. O'Donnell charged that President Roosevelt had been asked to oust General Patton by several wealthy Jews, because of the Patton slapping incident.

Mr. Hubert also asked the *News* to produce scripts if any, dealing with denials of the O'Donnell stories.

The *News*, listing many civic and educational groups that had expressed willingness to cooperate in developing programs, added that this did not mean that the people involved were expressing any endorsement of the *News*.

Most of the cross-examination of the *News* came from Mr. Cohn, representing the ILGWU; Joseph Brodsky, chief counsel to the Communist Party for over 20 years, representing the Peoples Radio Foundation, and counsel from the Amalgamated Clothing Workers, National Maritime Union, and the United Auto Workers.

Applicants applying for New York FM are: WBNX Broadcasting Co., Inc.; WMCA Inc.; the Debs Memorial Radio fund WEVD); FM Broadcasting Corp.; American Broadcasting Corp.; Hearst Radio (WINS); Bernard Fein; *New York Post* (WLIB); Peoples Radio Foundation Inc.; Metropolitan Broadcasting Service; NMU Broadcasting Co. Inc.; Amalgamated Broadcasting System Inc.; Unity Broadcasting Corp. of New York, Board of Missions and Church Extension of the Methodist Church of N. Y.; New Jersey Radio Projects Inc.; Atlantic Broadcasting Co.; New Jersey Broadcasting Co. Inc.; the *Daily News*.

It is expected that the hearings will last from two to three weeks.

WHNC'S EXPOSITION

New Haven Station Overcomes Obstacles To Stage Unusual Promotion

PARALLELING the Post Office Dept. famed motto of the undaunted, neither the passive resistance of the local press nor the threat of strike-bound materials for advertiser-exhibitors could stay WHNC New Haven, Conn., from the swift accomplishment of one of the year's better station promotion projects.

It started last April when promotion-conscious minds at WHNC were casting about for a little more unusual and enterprising stunt. They decided to invade the pre-war bailiwick of newspapers; to stage an exposition at the State Armory. Entitled "The Exposition for Better Living," WHNC contracted for the entire floor space during the week of June 3.

New Haven's situation is peculiar, reports the station, in that the local press is anti-radio, refusing to carry program listings and even preventing radio-newspaper advertisers from using their newspaper space to call attention to radio shows. Further, according to WHNC, when they tried to contract for announcement ads in the papers, the station was again refused.

Meanwhile, without outside help from professional promoters and on their own efforts, WHNC was planning. The Armory was divided into 140 booth spaces for manufacturers of all types of home and sundry supplies. Again another threat arose when some concerns posed the question of rail deliveries due to an impending railroad strike. Others said that local distributors were afraid to display new merchandise to a hungry public when retail deliveries were so uncertain.

Frankly, according to Vince Callanan, WHNC merchandising manager, the station began to wonder if its planning was premature.

Went Ahead

But the "die had been cast" and WHNC decided to go ahead. Their perseverance was rewarded one week later when three "name" accounts decided to buy booths. It was a turning point that touched off a flood of demands for space at the Armory. A total of 124 advertisers signed WHNC contracts undertaking cost of displays, and with the other 16 booths given to Red Cross and other public service projects, a full exposition was assured.

When the exposition did open, with a slow opening day that WHNC admits was "not very enthusing," the crowds began to pour in. Exceeding the expected 25,000 to 35,000 figure that would normally spell success, a total of 50,084 people visited the show.

WHNC dug deep into its promotion and merchandising bag to herald the exposition. The station, itself, set up a "Crystal Studio" in the Armory and originated many shows from there. Door prizes and a grand prize of a new automobile lured many.

The successful effort of the station, which drew the praise of New Haven Mayor William C. Celentano, has prompted WHNC to plan future expositions on an even more elaborate scale. Deeming the project, suitable for radio stations anywhere, WHNC has also expressed its willingness to supply detailed information to anyone else who is interested.

Collins Joins Miller

SAM COLLINS, vice president and director of WDAD Indiana, Pa., has resigned as commercial manager to join Allen H. Miller Agency, Toledo, Ohio, as general sales manager. Mr. Collins is also vice president and director of WARD Johnstown, Pa.

118-132 mc Frequency Assignment Temporary

FCC HAS REITERATED its warning that specific frequencies listed last October as temporarily available for civil aviation in the 118-132 mc band "are not permanent assignments."

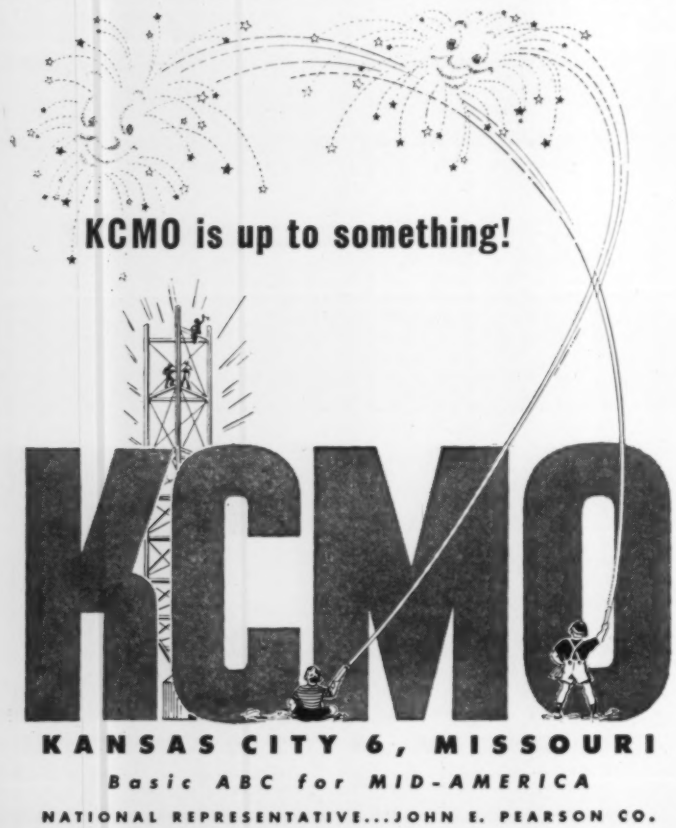
In a release to aircraft radio manufacturers, aircraft radio station licensees and other interested persons, the Commission said that although permanent frequency assignments will be made in the 118-132 mc band, "serious consideration should be given to the possibility of a loss of investment in development work or equipment which may result from assuming that specific frequencies in the 118-132 mc band are permanently assigned and later finding that they must be replaced by others." The October 16 announcement, it was pointed out, "specifically stated" that certain frequencies in the band were "temporarily available, pending the adoption of a national allocation plan."

Admiral of Canada

ADMIRAL CORP., Chicago, announced plans this week to enter the Canadian market with a complete line of radio and electrical refrigeration equipment. New Admiral company of Canada now being formed, will be patterned after the parent company. Admiral Corporation will own 100,000 shares of the Canadian branch and will offer to present stcokholders shares in the Canadian company's stock at $3.00 per share. The shares are expected to be released to the exchange after formal approval by the Securities and Exchange Commission.

Six-Year Renewal

BROWN & WILLIAMSON TOBACCO Corp., Louisville, has renewed "People Are Funny" for six years, starting Sept. 20 when program returns to NBC thru Russell M. Seeds Agency, Chicago. Show is packaged by John Guedel Radio Productions and features Art Linkletter as m.c. John Guedel is producer-director and chief writer.



KANSAS CITY 6, MISSOURI
Basic ABC for MID-AMERICA
NATIONAL REPRESENTATIVE...JOHN E. PEARSON CO.

MEASURE
YOUR ADVERTISING DOLLAR
ANY WAY YOU LIKE

AS UTAH'S POPULAR NBC STATION
IS YOUR BEST BUY
JOHN BLAIR & CO. – NATIONAL REPRESENTATIVES

Clear Channel

(*Continued from page 16*)

resulting from 50 kw operation would be $79,580 a year including $41,600 in depreciation. Operating revenue with 250 w, he said, was $69,346 in 1944 and $102,794 in 1945.

Figuring on a network rate of $160 per nighttime hour for a 50 w Cheyenne station (comparable to KOB Albuquerque's rate, he said), Mr. Grove anticipated a network revenue of about $80,000 a year. "This is a net gain," he said, "since KFBC is now a bonus station on the ABC network."

National spot revenue in 1945 was $11,743, he reported.

"Assuming no change in local and national spot revenue from the 1945 level, and adding the network revenue, the total revenue for 50 kw operation would be approximately $182,749 or approximately $19,543 more than estimated operating costs," Mr. Grove declared. However, he added, the station could expect national spot revenues to equal network revenues, adding about $68,000 a year and producing, on the basis of 1945 revenue, a total revenue of $251,050 or $87,799 more than operating costs.

"My company has sufficient confidence that the estimates I have just given are conservative, that we are willing to invest in excess of $200,000 in constructing a 50 kw station," he said.

O'Mahoney Testimony

Senator O'Mahoney told the Commission that the Government and all its services were designed for the people and that there is no reason why some channels should be "frozen."

"It must be made possible," he said, "for those who want to, to use these channels."

"To reach the people of Wyoming," he declared, "I have to go outside the state." He said he went to Denver to broadcast to one group in Wyoming; to Salt Lake City to address another group, and to Billings, Mont. to reach another.

Royal V. Howard, KXLA director of engineering, director of Universal Research Labs., and vice president in charge of engineering of Associated Broadcasters and Universal Broadcasting Co., San Francisco, said that "while the Los Angeles metropolitan district is the second largest in the country in land area and third in population, it ranks last among the five largest metropolitan districts in broadcast facilities."

Mr. Howard said that of the five largest metropolitan districts, New York's position in relation to the growth of the U. S. has remained constant, those of Chicago, Philadelphia and Boston have trended downward, and Los Angeles has trended upward.

"As the situation now stands, the lack of an equitable distribution of broadcast facilities to the Los Angeles metropolitan area will be intensified as these population trends continue," he said. "The problem faced by the residents of the Los Angeles area in receiving satisfactory service from the stations now assigned to serve the area promises to grow more acute."

Mr. Howard submitted a chart of comparative channel values prepared on the basis of 50 kw on 640 kc as "100%."

Channel Value

When Chairman Denny noted that, in Mr. Howard's calculations, one station might serve a greater area but have a lower channel value than another, Mr. Howard said the channel value assigned to a station represented the channel potentiality rather than actual channel use.

Chairman Denny pointed out that the channel value given to WEAF New York was "almost twice as high" as that given for WABC New York, although both are 50 kw stations, the former on 660 kc and the latter on 880. He questioned whether the assignment of WEAF is "actually almost twice as good as WABC's."

In response to Mr. Denny's request, FCC Chief Engineer George P. Adair computed that, under identical broadcasting conditions, 50 kw operation would serve a 59-mile radius on 660 kc and a 42½-mile radius on 880 kc.

Mr. Howard testified that only two Los Angeles stations, KFI and KNX both 50 kw outlets, serve the metropolitan district 100%. KXLA, he said, serves 54.3% of the area.

Asked by Mr. Caldwell whether he meant that KXLA should have more power and/or a different frequency from its present assignment (1110 kc with 10 kw), Mr. Howard responded that "in comparison with the four other large metropolitan districts, Los Angeles is underserved" and that "the area should have more high-powered stations."

He said that apparently a 50 kw station is needed to cover a large area, that Los Angeles should have more, and that perhaps the problem could be solved by "readjustment of stations in other areas."

Caldwell Query

When he said eight or ten stations can be heard satisfactorily in the Los Angeles area, Chairman Denny asked whether that wasn't a sufficient choice of signals. Mr. Howard agreed generally that it was, but said some sections have no such latitude of choice.

In response to questions by Mr. Caldwell, he said he did not know whether Los Angeles has more stations per capita than any other city. He did not specifically answer Mr. Caldwell's query as to whether it was more important for the Los Angeles area to have more service

(*Continued on page 92*)

NEW WRINKLE in commercial programs is this two-ply mike setup—NBC at left, CBS at right. Event occurred in NBC studios, Radio City, in presentation of "Edgars" for best radio mystery program to the winners, *Ellery Queen* (CBS) and *Mr. & Mrs. North* (NBC). Photo by CBS. Left to right: Joe Curtin (Mr. North); Alice Frost (Mrs. North); Ellery Queen (face lost in embrace); Howard Haycraft; Santos Ortega (Inspector Queen). "Edgars" are awarded by Mystery Writers of America, the name honoring Edgar Alan Poe.

5000 WATTS DAY AND NIGHT

KGER'S FEATURE FOLKS

Clarence Crary

For Availabilities, see Jos. H. McGillvra, Inc.

Long Beach-Los Angeles

KGER

OWNED by MERWIN DOBYNS

ALL SQUAWS **LIKE** and **LISTEN** to CLEVELAND'S *Chief* STATION

Gather around and let WJW, Cleveland's *CHIEF* Station, guide you to Northern Ohio's billion dollar market. WJW delivers more daytime dialers per dollar in the Cleveland Area, than any other regional station.

BASIC ABC Network CLEVELAND, O.

WJW

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Clear Channel

(*Continued from page 91*)

or for more service to be provided for the outlying areas.

Mr. Hiebert, representing KFAR, pointed out that the station is assigned 610 kc with 5 kw but has been operating since 1943 under a Special Service Authorization for use of 10 kw on 660 kc, clear channel on which WEAF is dominant station.

He said KFAR plans to apply for permanent clear channel and pointed out that KFAR is more than 3,000 miles from the dominant station on 660 kc and that there is a five-hour time differential. No interference with WEAF has been reported, he declared.

Asks for Report

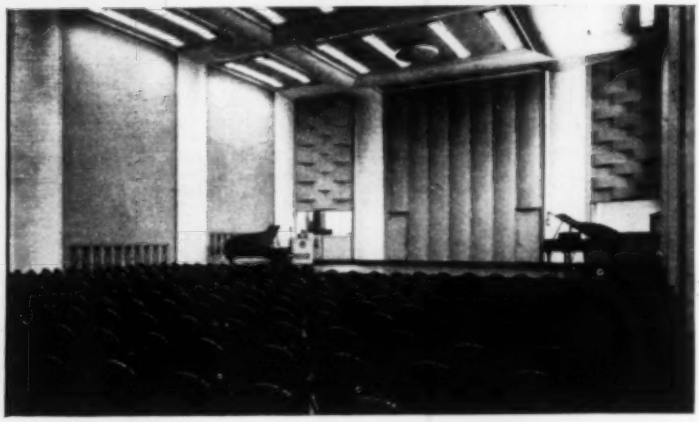
Chairman Denny instructed NBC, licensee of WEAF, to report to the Commission whether any interference between the two stations had been found, and, if so, to specify the nature and extent.

Mr. Hiebert said KFAR listeners had reported that KFAR is the only interference-free station for most of them to hear; that interference was experienced when KFAR was on a regional channel (610 kc), and that Alaskans do prefer the programming of a local station. AM reception from the States, he said, is "unreliable."

Questioning by John P. Southmayd, attorney for KFAR, brought out that the station feels 50 kw operation could not be supported on a paying basis, principally because of power and light costs (8 cents and 13 cents per kilowatt hour, respectively). Mr. Heibert said KFAR would request 10 kw operation but would install a higher antenna than present one.

The session closed with the introduction of population data by Vail Pischke of the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis, on behalf of Clear Channel Broadcasting Service. The data analyzed populations within 100-mile radii of 21 cities.

Paul D. P. Spearman participated in the session as counsel for the Regional Broadcasters Committee. Harry Becker was Commission counsel.



LARGEST STUDIO in the NBC Central Division headquarters, Chicago, was built at cost of $100,000. Done in color scheme of yellow, gray and aquamarine, the curved and angled plaster surfaces were designed by Howard Luttgens, chief engineer of the Central Division. Design actually livens, instead of deadens sound as originally sought in studio construction.

Baker Tells Principles Of Audience Rate Plans

GENERAL principles of the main audience rating methods are described in a pamphlet prepared by Kenneth H. Baker, NAB director of research. It is designed to clear up much of the confusion over methods in general use, presenting nontechnical descriptions of techniques and background on listener habits.

Originally the NAB Research Committee had directed that the whole audience measurement question be evaluated. By last May, however, competing research firms had become so involved in controversy and shuffling of methods, that the idea was tabled and the research staff directed to prepare a summary to guide those interested in the subject. NAB plans to issue statements of CAB, C. E. Hooper and A. C. Nielsen on their operations.

Du Pont to Demonstrate New Type Video Films

A NEW TYPE of motion picture film developed by E. I. Du Pont de Nemours & Co. especially for use in television, will be demonstrated tonight (July 15) in a broadcast over NBC's New York telestation, WNBT.

Motion pictures of a parade of the 442nd Infantry Combat Team in Washington will be made on the new film which will be flown to New York for processing and showing at 8 p. m. The film is made with a special emulsion which provides great detail in highlights and shadows of outdoor scenes where lighting cannot be controlled, the Du Pont Co. reported.

NBC WILL PROMOTE AMBITIOUS UN PLAN

NBC'S AMBITIOUS United Nations project will be supported by one of the most intensive promotion and publicity campaigns ever undertaken by the network and by the supplemental promotional activities of participating organizations. Network is starting series of international character when UN general assembly meets next fall, and is also planning added coverage and special shows on UN.

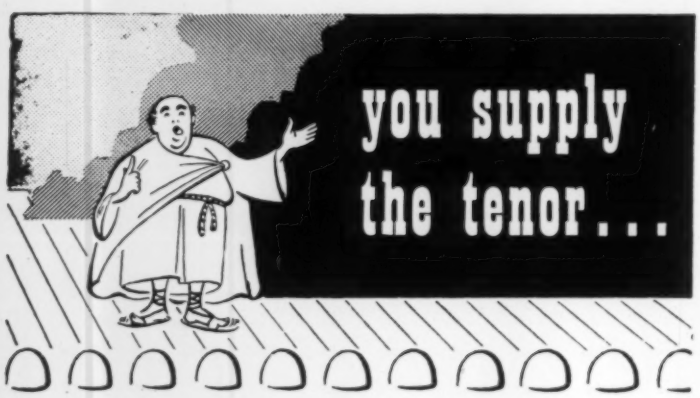
The groundwork for the big-scale campaign was laid last week at a meeting of 30 representatives of NBC departments and leaders of cooperating organizations, with Sterling Fisher, NBC director of the UN project, presiding.

The support of more than 80 organizations throughout the nation was reported by Clark Eichelberger, director of the American Assn. for the United Nations. Local representatives of these organizations and local NBC station managers will be advised of the progress of the network's UN plans in a future closed circuit broadcast, during which UN plans leaders will talk, Easton C. Woolley, director of NBC's Stations Dept. said.

Mr. Eichelberger's organization will produce 200,000 lapel pins, 25,000 posters, quantities of direct mail pieces and other promotion literature to be distributed throughout the country in support of the project, he said. NBC's own promotion department will mail a special promotion kit to local stations.

'Matinee' Back on ABC

ABC variety program, *Club Matinee*, which was dropped by ABC Central Division April 29, will return as a two week replacement for the Al Pearce Show Monday-Friday 2-2:30 p. m. (CST) effective July 15. *Al Pearce and His Gang* will resume July 29. *Club Matinee* is produced from Chicago. Reports that Armour Packing Co., Chicago through Foote, Cone and Belding, Chicago would sign to sponsor the Pearce show for 52 weeks remained unconfirmed, although both ABC and the agency admitted Armour was "very much interested."



. . . and we of Harvey will supply that varied assortment of equipment needed to carry his voice across space. As distributors for America's leading brand names, we can promptly fill orders for tubes, test equipment, recorders, receivers, recording blanks and all other vital parts. As merchants with a backlog of 18 years experience, we know that you also require service and full value for every dollar you spend. That we can give you, too. Next time you need equipment, find out first what Harvey can do for you.

No matter where you are located, a letter, telegram or phone call will get you prompt action.

Telephone LOngacre 3-1800

HARVEY RADIO COMPANY

103 WEST 43rd STREET • NEW YORK 18, N. Y.

U.P. gives you

"THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

Richard Bath Is Named WKNE General Manager

RICHARD G. BATH has been appointed vice president and general manager of WKNE Keene, N. H., effective July 15, Joseph K. Close, president of WKNE Corp., announced last week. He succeeds David Carpenter, former vice president and general manager, who resigned to become general manager of WINR, new NBC affiliate in Binghamton, N. Y. to open on August 1.

Mr. Bath

Mr. Bath, who has been sales manager of WKNE, joined the station 13 years ago when it was founded as WNBX in Springfield, Vt. He was educated at Massachusetts College, served two years as press photographer on Springfield, Mass., newspapers. Afterward he joined the advertising staff of the *Springfield Republican* which position he resigned in 1928 to become publicity manager and export advertising manager of the Fisk Tire Co. in Chicopee Falls. In 1933 he joined WNBX in charge of sales. After the station moved to Keene in 1940 he was named sales manager.

WHOT A BILL!
Paralysis Foundation Pleased With Station's Invoice

A BILL for $78 for "promotion and/or publicity announcements broadcast during the month of June 1946" went out a fortnight ago from WHOT South Bend, Ind. to the National Foundation for Infantile Paralysis. Howard J. Lance, Foundation radio director, enclosed the bill in a letter to BROADCASTING last week.

"Perhaps more stations should bill charity organizations in the same fashion to remind them that station time costs money," he wrote. You see, the bill was marked "PAID IN FULL."

NBC on 590
Muff Sed!
WOW
OMAHA Plus
WRITE, WIRE OR PHONE
JOHNNY GILLIN
OR JOHN BLAIR

Shortwave Licensees Slow in Asking For Right to Program Own Stations

DESPITE an Act of Congress limiting the State Dept. to the purchase of 75% of international shortwave broadcast time without consent of the licensee, there are no requests pending by private licensees to program any part of their stations, the State Dept. revealed last week.

Meanwhile Kenneth D. Fry, who last month was named chief of the International Broadcast Division, Office of International Information & Cultural Affairs [BROADCASTING, June 10], has been conferring with various State Dept. officials and private licensees on the immediate future of shortwave.

Under the 1947 fiscal year appropriations bill, now a law, the State Dept. is authorized to purchase no more than 75% of the effective broadcast time from any licensee without the licensee's consent. An amendment by Sen. Joseph Ball (R-Minn.) was adopted after Walter S. Lemmon, president of World Wide Broadcasting Foundation, and Dr. Harlow Shapley, board chairman, appeared before the Senate Appropriations subcommittee to protest fulltime operation by State Dept.

Following passage of the bill World Wide advised State Dept. that it had no intention of disrupting present schedules and would continue the status quo for 60 days to permit State Dept. to readjust its schedules before resuming its own programming a small portion of the time.

Mr. Fry said for the time being OIC will continue its present operations, although plans are now underway to make some possible changes later on. State Dept. will submit to Congress a recommendation for establishment of a Government-supported corporation to operate all international shortwave stations [BROADCASTING, June 24]. Pending submission of the recommendation, plans are to continue the status quo.

Published reports last week that the U. S. would begin broadcasting Russian language programs by shortwave early in the fall could not be confirmed at the State Dept., although it was revealed last March that such a plan was under way, during hearings before the House Rules Committee on the Bloom Bill (HR-4982) to authorize the State Dept.'s proposed program of international information [BROADCASTING, March 25].

Reports last month in Washington that France had begun broadcasts in the Russian language were unfounded. Robert Lange, director of the North American Service, Radiodiffusion Francaise, who left a fortnight ago for Paris after a tour of U. S. stations, said that France has not begun broadcasts in the Russian language. It was understood that before either France or the U. S. start Russian-language programs, certain diplomatic matters must be ironed out.

In the meantime the British Broadcasting Corp. began Russian-language broadcasts last March and Russia has been beaming programs to the U. S., France and Britain daily.

NAB Will Seek Method Of Promoting FM Sets

PROJECTS designed to encourage manufacture of FM receivers are to be placed on the agenda of the NAB board at its Aug. 6-8 meeting in Estes Park, Col., Fred Fletcher, manager of WRAL Raleigh, N. C., was informed in a letter from A. D. Willard Jr., NAB executive vice president. Mr. Fletcher had asked NAB to inform him of any steps taken by the association to promote manufacture of FM sets, and had sent similar letters to Mark Woods, ABC president, and Edgar Kobak, MBS president.

Mr. Fletcher has pioneered a campaign on behalf of FM sets in anticipation of WRAL's FM outlet, WCOY, which takes the air in September. He has used an announcement campaign on WRAL in the belief that pressure from consumers is necessary if set makers are to make AM-FM combinations.

Boswell Claim Against Biow Co. to Arbitration

A DISPUTE between Connie Boswell, singer, and the Biow Co., New York, over an allegedly abrogated verbal contract for six appearances by the singer on the Shick Razor Co.'s *Tonight on Broadway* on CBS will be brought before the American Arbitration Assn. (Arbitrators for AFRA) this week.

Miss Boswell charged that she worked on the first two broadcasts of the show, then filled a two-week theatrical engagement in Chicago, but was to return to the program for six more shows. Upon her return to New York, the Biow Co., she alleged, failed to restore her to the show's cast.

She claimed that she cancelled about $15,000 worth of theatrical and nightclub dates which conflicted with the six broadcasts. Miss Boswell receives $1,500 per broadcast. Thus she allegedly has a claim of $9,000 or fulfillment of filling in for six broadcasts.

William Kent has been appointed arbitrator to represent Miss Boswell. Benjamin Pepper, attorney, has been appointed by Biow Co., to represent the agency. The two arbitrators will appoint a third the early part of this week.

Green Joins Lewin

MAX GREEN, vice president of United Advertising, Newark, for 10 years, effective Aug. 1 joins A. W. Lewin Co., New York, as vice president and a member of the executive board.

SUCH BUSINESS!

TRUE STORY: Laundry takes spot . . . on KQV . . . Biz terrific . . . can't handle . . . forced to cancel.

MORAL: Our Hoopers don't lie . . . KQV *has* the listeners . . . and does a sweet job of wrapping them up for advertisers!

(Basic Mutual—1410 KC—5000 W after Sept.)

ALLEGHENY BROADCASTING CORP.

National Representatives: WEED & CO.

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Radio time salesman wanted to do constructive selling. Must write copy for own accounts. No high pressure selling. NBC station, well established. Rocky Mountain area. Box 449, BROADCASTING.

Southern station will have opening for announcer in near future. In application give background, experience and references. Box 504, BROADCASTING.

Chief engineer—Local midwest ABC affiliate. Must be familiar with RCA equipment and experienced in maintenance and construction. Prefer young aggressive man. In answering include details of education, radio experience, age, photograph, references, and other pertinent information. Starting salary $300, opportunity for advancement. Write Box 510 BROADCASTING.

Operators with first class license, no experience necessary. Box 549, BROADCASTING.

Salesman, preferably single, and who can write copy for 5000 watt NBC Rocky Mountain station. Send photo, references, Box 517, BROADCASTING.

Announcer-continuity writer and idea man for 1000 watt network affiliate in west. Appreciate transcription, photo, sample continuity, references. Box 518, BROADCASTING.

Transmitter operator—First class license, one kilowatt southeast NBC affiliate—$40 on 50 hr. basis. Give full details in first letter. Box 530, BROADCASTING.

Wanted—Experienced announcer immediately by 5000 watt CBS western affiliate. Give fully details first letter. Good opportunity for right man. Box 534, BROADCASTING.

First class licensed engineer Rocky Mountain station. Excellent working conditions. Need car. Send photo, references with application. Box 535, BROADCASTING.

Combination announcer-operators with first class ticket. NBC station small southern town. Pleasant working condition. Box 548, BROADCASTING.

Manager—Combination station and sales manager for a new 250 watt station near Phoenix, Arizona. Must be a live wire. Will have strong opposition in a small town. A good proposition offered to right person. Box 550, BROADCASTING.

Radio time salesman—New station, main accounts not assigned. Midwest city of 250,000, salary and commission, excellent opportunity. Box 552, BROADCASTING.

Position open for capable, reliable, sober, experienced announcer, ABC affiliate. Starting salary $55.00. State all details in first letter. Write J. W. Buttram, Station WHMA, Anniston, Ala.

Engineer—First class, veteran preferred. Give full details. P. O. Box 111, McComb, Miss.

Transmitter operator with first class license. Must have automobile. Contact D. M. Bradham, WTMA, Charleston, S. C.

Opening for combination operator-announcer in new station. Send disc of voice if possible. Write or wire KVOC, Casper, Wyoming.

Announcers—Permanent positions open now and in future. Send transcription, qualifications to Bill Borthwick, Local 253, IBEW, c/o WBRC, Birmingham, Ala.

Announcer, 40 hour shift; also football and breakfast club broadcasts; $35 for 40 hours plus talent fees; good working conditions. Send complete details and photo to Norman Loose, Manager, KAVE, Carlsbad, New Mexico.

Combination operator-announcer with first class license for 250 watt Mutual station, newspaper owned. RCA equipment. Modern, progressive, western city. Salary averages about $50 week for handling half of 101 hours on air. Submit voice recording, snapshot, details of experience. Star Printing Co., Miles City, Mont.

Two Top Announcers—With first phone. $70 weekly guarantee. Send disc, photo, particulars to KATO, Reno, Nevada. Box 858.

Help Wanted (Cont'd)

Teacher radio journalism and business management, School of Journalism, Ohio University, Athens.

First class engineer. Single, veteran preferred. Broadcast experience unnecessary. KFJB, Marshalltown, Iowa.

Engineer-announcer wanted by NBC station in citrus belt of Florida. Experience in routine announcing required. First class license required. Good salary. Opportunity for advancement. Radio Station WLAK, Lakeland, Florida.

Engineer—announcer. NBC station has excellent opportunity for two good combination men. Must have first class license with emphasis on announcing ability. Married men preferred who want to settle permanently in one of California's most interesting cities. Weekly salary $60.00 for forty hours. Wire, write or phone Manager, KCRA, Sacramento, California.

Combination announcer-operator with first class license for regional NBC affiliate. Send snapshot first letter. KSEI, Pocatello, Idaho.

First class operator, 250 watt Mutual station. Write giving background information, salary expected. WSSV, Petersburg, Virginia.

Outstanding opportunity for experienced, capable, sober, aggressive commercial manager for long established progressive Mutual station. Must have ideas and personality. Good salary and commission. Excellent future for right man. State age, experience, qualifications and all details in first letter. Radio Station WBBZ, Ponca City, Okla.

Attention: All types of radio personnel, managers, announcers, engineers, writers, etc. A new radio station is being installed in West Memphis, Arkansas, and a complete force is needed for its operation. This station will be ready for operation on or about August 15. It is to be a 1000 watt station, daytime operation. Your applications are invited so, if you are interested, address all communications to West Memphis Broadcasting Corp., West Memphis, Arkansas.

Wanted—On or about August 15, good announcer with first class operator's license. Prefer one who wants to learn all departments of radio. Job primarily announcing, with some operating and copy writing. State salary expected. Send full information and references to WOMI, Owensboro, Kentucky.

Chief engineer. Opportunity for experienced engineer to become associated with construction, operation and maintenance of new New York City area FM-AM station. Write in confidence education details, radio experience, age, etc. Long Island residency desirable. Box 564, BROADCASTING.

Experienced copy writer wanted. Must carry heavy spot schedule plus some shows, and contact accounts in friendly manner. $200 per month start. Want permanent man. Send samples, detail experience. KALL, Salt Lake City.

Operator-announcers for new 250 watt network station in the heart of Montana's scenic wonderland. Start about August 15, pay $40.00 for 40 hours, with some overtime. 15,000 population smelter town with lakes, streams and forest close by. Chance for advancement in progressive outfit where working conditions are right. Audition record and information to Don Jones, Mgr., KANA, Anaconda, Mont.

WANTED: NEWSCASTER

One of America's important radio stations has an immedite, full-time opening for an alert, young newsman who is a college graduate in Journalism. Actual newspaper experience and a working knowledge of radio required. Must possess suitable voice for broadcasting although actual air experience not necessary. Splendid opportunity for right man in a bang-up radio news room. Send full details including photo and voice recording to Karl Koerper, Managing Director, Radio Station KMBC, Pickwick Hotel, Kansas City 6, Mo.

Help Wanted (Cont'd)

Need aggressive commercial man with local account experience. Salary or commission or both. Give references, earnings required first letter. KTBS, NBC affiliate, P. O. Box 1121, Shreveport, La.

Progressive outlet wants (2) announcer-engineers (first class ticket) and one writer-announcer. Station to be one of four in future group operation and will be network affiliate in fall. Send qualifications and transcription if possible. Station KGAK, Box 1150, Gallup, N. M.

Need 10 first class operators-announcers and sales managers. Radio's Reliable Resources (employment agency), Box 413, Philadelphia.

Are you a hot rock? Radio salesman, that is. The most progressive station (FM now; television coming) in one of the country's largest eastern markets offer sock opportunity for your talents. Write a comprehensive selling letter on yourself, including all experience and expected salary. Box 561, BROADCASTING. Do it now!

Trained salesman—Experienced in both farm and urban markets. Splendid opportunities in big midwest market. Guaranteed salary plus commission. Box 570, BROADCASTING.

Situations Wanted

Nine years experience announcing, selling, managing. Want job on 250 watt in small town with chance to eventually buy interest. Capable, dependable. Box 392, BROADCASTING.

General manager—Ten years experience small, medium, metropolitan markets; network and independent stations. Let's talk business! Box 485, BROADCASTING.

Studio manager—Experienced; announcing, acting, directing, news editing, programming and new station organization. Thoroughly familiar all music libraries, and controls. Written and handled network co-ops, especially Mutual, ABC. Minimum 5 kw. $75.00 per week. Box 544, BROADCASTING.

I don't know anything, but am very eager to learn. Vitally interested in all phases of radio. Willing to start at any level to learn. College graduate. 4½ years Army Air Force officer. Prefer Carolinas. Box 505, BROADCASTING.

First class announcer—With first class operator's license. NBC audition recommendation. $60.00 wk. for combination job. Prefer east coast. Box 508, BROADCASTING.

Announcer—Veteran, single, 24, Army Network experience, announcing; commercial continuity; ad lib, etc. Conscientious, dependable, eager to establish radio career. Go anywhere. Salary secondary to opportunity. Box 512, BROADCASTING.

Available—Qualified managers, engineers, salespeople. Radio's Reliable Resources, Box 413, Philadelphia.

Program director—Experienced all phases of broadcasting. Original programs. Excellent references. Write P. O. Box 132, Charleston, W. Va.

Announcer—experienced. Veteran, dependable, handle all types commercials, newscasts, record shows, sports, remotes, can operate control board. Transcription available. Box 513, BROADCASTING.

Announcer-program director—veteran; 3 years AFRS program director, chief announcer, writer, programming, commercials, special events, etc. Civilian experience 5 kw NBC station. Ideas, ambition. Eager to get along. Married, hard worker, available now. Box 515, BROADCASTING.

Publicity man available, veteran, slight disability, 25, 7 years' Broadway experience, radio, orchestra, screen, NBC pass; will locate anywhere, but prefer midwest. Box 519, BROADCASTING.

Newscaster—5 years radio, 3½ years as newscaster-editor. Desire change to west, wife's health. Box 543, BROADCASTING.

WANTED — URGENT

General Radio 516C or 916 A RF Bridge, 605B Signal Generator, 670F compensated Decade Resistor Box or equivalent and associated accessories. Quote prices and condition immediate cash sale.

BOX 500, BROADCASTING

WANTED
An Assistant Editor for BROADCAST NEWS

Necessary Qualifications: A thorough knowledge of broadcast station equipment and operating procedures plus ability to write about them in concise and interesting language.

Work Includes: Editing and writing articles for BROADCAST NEWS plus copywriting and other activities connected with the advertising of broadcast and television station equipment.

Note: This is not a glamour job. It requires hard work, and lots of it. But it is an unusual opportunity for someone who is especially interested in doing this type of work.

If Interested: Send outline of your experience, photograph of yourself, and copy of material you have written to address below. (Do not send originals as we cannot guarantee to return.)

Personnel Department
RCA Victor Division
Radio Corporation of America
Camden, New Jersey

AVAILABLE!
TOP-NOTCH WRITER AND PRODUCTION MAN

I have an excellent knowledge of all phases of radio, and have been Continuity Chief for the past 7 years in a top 5000 watt station, network affiliate, in a large Eastern city. Both the station and I agree the opportunity in a comparable or larger station as writer and production man would be greater than they can offer at this time. Therefore, I can deliver highest references.

I'm 43, married, and have 3 children. I'd like to relocate in a community I can call home, with a job that's permanent.

BOX 547, BROADCASTING

● Broadcasting executive, many years East and Midwest with local, network headquarters, and affiliated station experience in station administration offers his services on consultant basis to assist newcomers in AM and FM in all matters except engineering such as station organization, budgets, rate card structure, commercial and program practices with an eye to FCC standards as exemplified in the Blue Book; install systems for traffic, accounting, program analysis, and similar procedures; assistance in studio layout for best functional purposes; personnel selection and training. Available long or short term basis anywhere in U. S. Or will consider permanent appointment in managerial capacity, preferably with network affiliate. Write Box 555, BROADCASTING.

Situations Wanted (Cont'd)

Law clerk position with Washington law firm deading with radio law desired by former Signal Corps and OSS paratroop officer. AB degree and presently G. W. law senior. Amateur and broadcast engineering experience. Desire connection with affiliation upon ascension to the bar. Box 516, BROADCASTING.

Announcer—Several years' experience as violinist, baritone vocalist. Desires to enter radio field. Schooled in diction. Two years, Boston University. Box 537, BROADCASTING.

New England attention—Program director or general manager. 10 years' radio experience. Now employed. Available for interview. Box 538, BROADCASTING, or telephone Hartford 9-1789.

Veteran, years of experience, Radio telephone first, available now. 5 to 50 KW station preferred. Box 527, BROADCASTING.

13th anniversary in radio! Decade and a half as commercial, dramatic writer-producer for network, agency, 50 kilo regionals. Continuity editor, agency radio director, freelance transcriptions, AFRS program director. Now ready for program directorship of progressive independent or network affiliate. Or consider writer-producer assignment. Permanence, good salary essential. Highest type references. Box 539, BROADCASTING.

Need a program director? I have thorough knowledge of all phases of programming, 8 years' experience as announcer, assistant continuity chief, morning man, and director, manager and booker for chain of Army and U. S. O. shows. Program ideas have consistently sold. Personally sold on good listenable public service programs. Am 28, have family and desire northern community and station with future. Box 540, BROADCASTING.

Salesman—Well experienced, hard worker, high volumes, ideas, prefer west coast. Family man. Box 541, BROADCASTING.

Announcer—Five years' experience, New York station, southern state network, commercials, dance band remotes, news, and programming. Now employed, working conditions necessitate change to good stable station. Available three weeks after offer. Minimum 5 kw, $50.00 per week plus talent. Box 542, BROADCASTING.

Announcer—7 years' metropolitan experience announcing and production. Over two years' war service Naval radio technician. Member AFRS. Go anywhere for reasonable, permanent offer. Box 545, BROADCASTING.

Experienced, first class operator, 11 years in radio. Can do combination. Have had construction experience. 33, married, veteran. Available on 10 days' notice. Answer Box 546, BROADCASTING.

Station manager position sought by seasoned and experienced radio and newspaper man. New station. South preferred. Box 551, BROADCASTING.

Network director. Desires station opening. Good announcer. Expert in programming, publicity. Veteran. Box 553, BROADCASTING.

Available immediately—Program and musical director-announcer. Experienced, excellent background. Box 554, BROADCASTING.

Announcer, Veteran. Graduate course in all phases radio technique leading radio school. Army experience. Handle all types announcing. Can write continuity. Married, 25. Will travel. Neal Branch, 20 Christopher St., New York City.

Announcer, Veteran. All types announcing. Graduate leading radio school in country. 2 years Army experience. Theatrical background. Single, 33. Will travel. Gene Rand, 531 W. 48 St., New York City.

Have just completed university speech and radio course. Would desire position with midwest station. Announcing, newscasting and platters. Also interested in traffic and contact work. Wm. J. Stenson, Jr., 1445 N. State Parkway, Chicago, Ill.

Ex-Army Air Force entertainment specialist, extremely interested in radio announcing, looking for an opportunity to prove himself. Married, 1 child. A letter to me will bring all desired information. Willing to go any place in United States. Will consider offers for training under the G. I. Bill of Rights. Address Scotty Van, 3943 North Farewell Ave., Milwaukee 11, Wisc.

Situations Wanted (Cont'd)

Announcer—Veteran. 3 years' AFRS program director, chief announcer, writer. Experience on 5 kw NBC. Remotes, commercial, special events, news a specialty. Married, young, hard worker. Desire position with small station. Box 559, BROADCASTING.

Chief engineer, age 33, married, desire station in south or southwest, well experienced, best references. Box 492, BROADCASTING.

Attention new station applicants! Experienced station owner-manager, Washington resident and himself a new station applicant, can help you with your application; your hearing; and construction, staffing, and management after CP granted. Box 560, BROADCASTING.

Chief engineer, experienced, installation, maintenance, operation all types equipment. Announcing and recording. Experienced as chief of 250. Prefer midwest. Box 557, BROADCASTING.

Veteran—With little announcing experience, desires connection with small station. Good voice. Ad-lib and recorded shows my dish. Age 20. Sober, reliable, ambitious. Transcription available. Willing to work under veteran's training. Bob Royston, 424 Catawba St., Erwin, Tenn.

Calling all program directors! Interested in expert newscaster, announcer? Six years' experience. Also disc jockey, write continuity, play piano. Veteran. L. Marvin Parmett, 135-58 Francis Lewis Blvd., Laurelton, L. I. 10, N. Y.

Technician. Graduate of leading radio institute. Holder 2nd class radiotelephone license. Young, single, ambitious. Will travel anywhere. Nicholas Ferrante, 2278 Newbold Ave., Bronx 61, N. Y.

Discharged veteran, ten years' experience in radio, desires position on eastern station as sports announcer (play-by-play), early morning disc jockey, or special events announcer. Audition platter available. Plenty of pep and salesmanship. Start at $60 per week. Box 562, BROADCASTING.

First class, experienced engineer. Milwaukee-Chicago area. Box 567, BROADCASTING.

Engineer-operator—First class license, seven years experience in transmitters, recording and operating. Can do announcing. Veteran. Box 571, BROADCASTING.

For Sale

For Sale—HP model 325B distortion analyzer in perfect working condition, $275 prepaid. Hallicrafter S22R RCVR, like new, $65 prepaid. SM, 1308 Rosedale, Chicago.

For sale—One 250 GSC Tempco transmitter factory modified, FCC approved. New and ready for immediate shipment. Frankfort Broadcasting Company, Frankfort, Ky.

For sale—Collins 21C 5 kw transmitter, spare tubes and GE 3 phase voltage regulator. Used. A-1 condition ready for use. $8000 F.O.B. Milwaukee. Midwest Broadcasting Co., 135 W. Wells Street, Milwaukee 3, Wisc.

Field intensity meter RCA TMV-21—A completely overhauled and calibrated by factory April 1946, loops 550 to 4500 kc and tripod. First check for $450 takes it. Station KFEL, Denver, Colorado.

For sale—300-B Collins 250 watt transmitter; RCA 72-2 cutter. WMFF, Plattsburg, N. Y.

Kluge 1 kw transmitter, model K1000 GSC. Immediate delivery. Price, $3,500 complete, FOB, San Jose, Calif. Write Box 995 or phone Columbia 3248-M.

Brand New Western Electric type 241—A double plug two ft patch cords $7.00 each. Also brand new thirty inch two conductor type PL—55 patch cords $2.00 each. Limited quantity General Electric DB meters. 3 inch rectangular case $10.00 each. All orders shipped prepared upon receipt of check with order. Broadcast Equipment Co., Box 222, Evansville, Ill.

Transmitter—Temco 250 watt in original crate with two sets of tubes. Converted by Kluge Radio Co. $3,000.00. Box 365, Fort Worth, Texas.

Gates limiting amplifier. Good condition. Immediate delivery. $200.00. KFRO, Longview, Texas.

For sale immediately—Three new 4 mike output remotes. One National Union Oscilloscope, one modulation monitor, one double jack panel strip. Six patch cords. Eighty feet of Wincharger tower, two Allied turntables fully equipped, one Presto 75 recorder. Also, several new tubes. Contact Sam Collins, Indiana, Penna.

Philco Dividend Rate

PHILCO CORP., Philadelphia, last week filed an amendment to its registration statement with the Securities and Exchange Commission, establishing a dividend rate of 3¾ percent and offering price to the public of 101½, in addition to accrued dividends from July 1 to date of delivery on its forthcoming new issue of 100,000 shares of preferred stock, Series A. Public offering of new stock is being made by Smith, Barny & Co., underwriters firm.

Radar Station Granted

WESTINGHOUSE Radio Stations Inc. last week was granted a new experimental Class 2 station by the FCC, for operation of a portable radar set to be used in connection with its Stratovision broadcast project. Operating within the 2700-2900 mc band, with not more than 750 kw peak power, station will be used in tests to determine location of Stratovision aircraft.

WBBM Workshop

DELEGATES of the Chicago Social Work Publicity Council have been invited to attend a special radio workshop institute conducted by the WBBM Educational Department, following plans completed last week by the CBS station in Chicago.

Institute will meet in the station's studios, 7-9 a.m. each Tuesday for five weeks, with staff producers and writers conducting courses on radio production and script writing.

PICARD Advertising Co., New York, has taken into partnership effective July 1: Florence Lennon, space buyer; Sydney Leff, art director, and William Marvin, account executive.

Wanted to Buy

Wanted—Universal Synchronous Recording Motor with 15 to 1 gear ratio. Write to Box 458, BROADCASTING.

Three-phase transformer with reactor to deliver 8000 volts rectified DC from 4 to 10 Amps. Box 568, BROADCASTING.

Two insulated, guyed or self-supporting vertical radiators 225 ft. or a little higher. Box 569, BROADCASTING.

FCC approved broadcast frequency and modulation monitors. Box 563, BROADCASTING.

Young engineer desires small interest radio station Connecticut, New Jersey, New York. Box 565, BROADCASTING.

Miscellaneous

Disc jockey's comedy material. Box 493, BROADCASTING.

Field Intensity Meter, RCA 308A. Will trade for RF Bridge and RF Oscillator. Box 558, BROADCASTING.

Will trade profitable 250 watter for similar property in midwest. Box 556, BROADCASTING.

LOOKING FOR A JOB?

READ . . . "RADIO JOBS"

A weekly newsletter, devoted exclusively to news of current openings at stations throughout the country. Covers announcers, engineers, salesmen, writers, managers, etc. $2.50 for 3 months (13 issues). Or, send 25 cents for latest issue.

RADIO JOBS

545 Fifth Ave., New York 17, N. Y.

Don Lee Baby

ANNE GUTHRIE, daughter of Wally Guthrie, chief engineer of KBND Bend, Ore., has been named "Don Lee Baby" in an extensive contest conducted among 40 Pacific Coast stations of Don Lee Broadcasting System, Hollywood. Contest was conducted through regional network's monthly house organ "The Don Lee Net" with runners-up as follows:

Judith Phillips, daughter of Gordon Phillips, KHJ Hollywood soundman; Joan Knightlinger, daughter of Ted Knightlinger, KMO Tacoma continuity writer; Julia Paulette Jones, daughter of Paul Jones, KGB San Diego announcer; William R. Taft Jr., son of William R. Taft, KRKO Everett, Wash., president and general manager; Lynn Powell Bates, daughter of Mrs. Helen Bates, KALE Portland, secretary.

Amateur Revision

AMATEURS who have moved to a new location within the same call area for which their station licenses were issued are exempt from using the calling procedure required in Sec. 12.93(c) of the FCC Rules & Regulations, under Order 132-A adopted by the Commission Thursday. Amateurs formerly were required to transmit the call area number where the station was being operated.

HORSE LAUGH

Nag Reacts Violently To Gammack Face

MOST STARTLING reaction to promotion yet reported is claimed by KRNT Des Moines—and with reason. Station has put car cards on all local streetcars promoting Gordon Gammack and his 6 p. m. newscast. Last week Mr. Gammack received the following postcard:

"Dear Mr. Gammack:

"Here is one that will make you laugh. I drive a horse and wagon down town hauling junk from stores. The horse I drive formerly was a circus horse and his act was with a clown. The clown made the horse lay down every time he met the animal. I thought he would forget the clown because I bought him six years ago from the circus. It was just yesterday I was following a street car with my horse and wagon when the horse suddenly layed down in the street. I didn't know what happened until I noticed your picture hanging on the back end of the car advertising a radio program. The horse noticed it too, and it was the dead image of the clown he used to do his laying down act with."

Signed:
Henry Layton,
Des Moines, Ia.

KANS
NBC in WICHITA
KANSAS' No. 1 Market
Represented by
TAYLOR-HOWE-SNOWDEN
RADIO SALES
New York : Chicago : Dallas
Amarillo : Seattle : Los Angeles
San Francisco

DeLacy Uses Radio To Win Renomination

REP. HUGH DeLACY (D-Wash.), renominated from the First Washington District, including Seattle, at the Washington primary last Tuesday, depended almost entirely on radio to reach the people, emulating his nearest opponent, Howard Costigan, former Seattle commentator.

Seattle daily newspapers gave Rep. DeLacy no support, although he did place some paid advertising, but he used Seattle stations effectively. Mr. Costigan, who resigned as a secretary on Gov. Mon C. Wallgren's staff to run against Mr. DeLacy, formerly broadcast news over several Seattle stations, including KOL and KIRO. Mr. Costigan did have newspaper support, in addition to his broadcasts. He campaigned for himself using radio heavily.

The First District campaign was given national importance with a member of the late President Franklin D. Roosevelt's family supporting each candidate. James Roosevelt, now a commentator in his own right, supported Rep. DeLacy. Mrs. Anna Roosevelt Boettiger supported Mr. Costigan. In the 1944 primary Mr. Costigan was runner-up when Mr. DeLacy won his first nomination.

Czufin Promoted

STEPHEN CZUFIN was last week named a vice president of Foote, Cone and Belding. He is account executive in charge of the American Tobacco Co. account (Lucky Strike cigarettes, Bull Durham and Half & Half smoking tobacco, El Roi Tan and Cremo cigars.) Mr. Czufin has been with the advertising agency since it was founded. Before that time he was with Lord & Thomas, New York.

Mr. Czufin

Reddall Promoted

H. HASTINGS REDDALL, former chief factory auditor for Western Electric Co., New York, has been elected treasurer of the company, effective Nov. 1, succeeding George B. Proud, who is retiring.

Joining Western Electric in 1919, Mr. Reddall served as assistant treasurer of the company from 1922 to 1942. Mr. Proud has been with the company for 37 years and has been treasurer since 1941.

Guesting for COCO

IT WAS a busman's holiday for Bob Delaney, sportscaster of WJNO West Palm Beach, Fla., when he took his vacation in Cuba. He was attending the baseball game between West Palm Beach Indians and the Havana Cubans when COCO, Havana station, asked him to do the English version of the game, inning by inning.

New Antenna Broadcasts Video Pictures, Sound

DEVELOPMENT of a new type antenna, called the "superturnstile," by RCA and NBC engineers to make possible the simultaneous transmission of television pictures, television sound and FM broadcasts was announced last week.

O. B. Hanson, NBC vice president and chief engineer, said NBC would request authorization to install the new antenna at the proposed location of the network's transmitter and studios in Washington's Wardman Park Hotel.

The new antenna, it was said, consists of a steel pole upon which will be mounted a series of light metal bat-wings, projecting on each side of the pole to a distance corresponding to the width of the tower at the top. It utilizes the triplexing system and provides a combination of highpower gains, wide-band characteristics and mechanical and electrical simplicity, NBC said.

War Crimes Judge

MAJOR GENERAL Myron C. Cramer, former Judge Advocate General of the U. S. Army, has resigned as partner of the Washington radio law firm, Cramer and Haley, to accept appointment by President Truman as Judge of the International War Crimes Tribunal in Tokyo. He succeeds John P. Higgins, Chief Justice of the Massachusetts Supreme Court.

24 YEARS OF SERVICE

24 Years of DRAMATIC PROGRAMS Featuring The WGY Players — One of the Oldest Dramatic Groups in Radio....

. . . WGY originated the first dramatic program on the air, back in 1922. Through the years the WGY Players have regularly appeared on a weekly presentation with a wide variety of talent. In 1943 WGY introduced the first series of programs with facts taken from the files of the Federal Bureau of Investigation . . . "The F.B.I. In Action" featuring the WGY Players.

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WGY-255

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At Deadline ...

ALLOCATIONS CHANGE CONSOLIDATES RELAYS

FOLLOWING in general recommendations of Panel 13, Radio Technical Planning Board, FCC Friday announced minor changes in overall allocations of frequencies, permitting relay broadcast service to have frequency space in one block in 152-162 mc band, and altering assignment slightly in 920-960 mc band, providing studio-transmitter FM links.

Proposal attempts to reconcile conflicting views within industry, provide maximum of frequency utilization, said FCC. Desirability of having standard international maritime mobile band in VHF region recognized at London conference on Radio Aids to Marine Navigation, hence FCC assigning that service to 152-162 mc band.

In revamping spectrum below 25 mc, FCC said no evidence was presented at oral argument requiring change in international service-allocations for broadcasting or amateur services.

Four channels assigned for relay broadcast, geophysical, forestry-conservation, relay press, motion pictures as follows: 152.75 mc, 152.81 mc, 153.47 mc, 153.53 mc. Ten channels as follows: 152.87 mc, 152.93 mc, 152.99 mc, 153.05 mc, 153.11 mc, 153.17 mc, 153.23 mc, 153.29 mc, 153.35 mc, 153.41 mc.

Following is text of 920-960 mc change:

International: 920-960 mc. (a) Broadcasting, (b) Fixed.

U. S.: 920-940 mc, experimental broadcast; non-Gov. fixed (see notes 1, 2, 5); 940-952 mc non-Gov. fixed (see notes 1, 3, 5); 952-960 mc non-Gov. fixed (see notes 1, 4).

NOTE 1—Assignments in the frequency band 920-960 mc are to be on multiples of 100 kc in order that a flexible channeling system may be provided. The band-widths required by the different services concerned can be accommodated through the assignment of an appropriate number of adjacent channels to each station.

NOTE 2—Assignments to FM studio-to-transmitter links may be made in the upper portion of the 920-940 mc band in the event that future requirements indicate that insufficient space is available in the band 940-952 mc.

NOTE 3—The band of frequencies 940-952 mc is to be used for FM studio-to-transmitter links with assignments progressing upward from 940 mc.

NOTE 4—The band of frequencies 952-960 mc is to be used for fixed circuits such as police facsimile, control circuits, etc., with assignments progressing downward from 960 mc.

NOTE 5—A frequency tolerance of .01% and a band-width of 500 kc are advocated for FM studio-to-transmitter links.

TELEVISION GRANTS ISSUED FOR ST. LOUIS, DETROIT

TOTAL commercial television grants by FCC upped to 23 Friday with announcement of CPs for The Pulitzer Publishing Co. (KSD), St. Louis; King-Trendle Bcstg. Corp. (WXYZ), Detroit; The Evening News Assn. (WWJ), Detroit.

Pulitzer grant for 76-82 mc (channel No. 5); effective peak power radiated (visual) 18.15 kw; antenna height, 524 ft.

King-Trendle grant for 76-82 mc (channel No. 5); effective peak power radiated (visual) 16 kw, (aural) 14 kw; antenna height, 379 ft.

Evening News grant for 66-72 mc (channel No. 4); effective peak power radiated (visual) 17.1 kw, (aural) 7.7 kw; antenna height, 588 ft.

MUSIC TALKS CONTINUE

THREATENED strike of AFM local in San Antonio, set for July 15, called off last week for another fortnight and union is continuing negotiations with stations. Understood union first wanted closed shop, then agreed to permit nonunion musicians (hillbillies) if given right to approve programs in advance. Original contract expired early this month.

SPILLANE AND JAMES PROMOTED BY FCC

FCC ANNOUNCED Friday promotion of Lester W. Spillane to assist general counsel in charge of Safety & Special Services, succeeding Jeremiah Courtney, and of Walter E. (Red) James to assistant to general counsel, succeeding Norman E. Jorgensen. Messrs. Courtney and Jorgensen resigned to enter private practice (see story page 15). Mr. Spillane began Government career in 1928 with Radio Division, Commerce Dept., continued with Federal Radio Commission and its successor, FCC. He has been assistant to chief, Law Dept.'s Broadcasting Division, since March. Mr. James went to FCC with Commr. C. J. Durr as special assistant to Mr. Durr, entered Navy in 1944, returned to FCC last February, has been special assistant to chairman. Previously he was with Commerce Dept. and WPA.

WOODS TESTIFIES ON ABC FM

ABC presented case for FM before FCC examiner in New York Friday, (earlier story on page 16). Mark Woods, ABC president, testified company authorized to spend up to $75,000 for purchase and construction. Additional funds available if needed, he added.

Regardless of whether FCC or SEC approved ABC's proposed financing, Mr. Woods said, ABC would go ahead with other plans to finance its FM and video. Other direct testimony given by John H. McNeill, program manager of WJZ New York and Charles C. Barry, national program director of ABC. Last two testified to validity of ABC's exhibit presented to FCC.

NAB CONVENTION PLAN

HOTEL reservations at Palmer House and Stevens, Hilton hotels in Chicago, for NAB convention Oct. 21-24 to be made only through certification by NAB headquarters, C. E. Arney Jr., NAB secretary-treasurer, announced Friday. Hotels will honor only requests on regular NAB forms, and certified by NAB. Forms go out to members in next fortnight.

Eight New AM Grants, Three For Tucson

(See Multiple Grant Story, Page 72)

CONTINUING its policy of so-called "free competition" in dispensing AM grants, FCC announced Friday eight new construction permits authorized Thursday, including three for Tucson, Ariz., city of 36,818. Grants give Tucson five stations. Since Jan. 1 FCC has granted 221 AM CP's.

Five of last week's grants were for fulltime locals, one for 1 kw daytime, two for 250 w daytime outlets. They follow:

Tucson—Sun Country Broadcasting Co., 1490 kc, 250 unlimited (changed from 1340 kc), contingent filing within 20 days amendment specifying new frequency. Stockholders: J. R. (Dick) Heath, owner Valley Service Co., for 15 years commercial manager, KTAR Phoenix; earlier with KFAD Phoenix, president (45.4%); Del E. Webb, industrialist, vice president (22.8%); Charles L. Strouss, lawyer, secretary (4.54%); Dr. Hilton J. McKeown, physician, treasurer (22.8%); McFarland Barker (4.54%).

Tuscon—Catalina Broadcasting Co., 1340 kc, 250 w unlimited. Stockholders: Harry Behn, U. of Arizona, president (less than 1%); James G. Bennett, mining industrialist, vice president, (12½%); Erskine Caldwell, author-playwright-publisher, vice president (12½%); G. W. Strickler, U. of Arizona, secretary-treasurer (12½%); Robert Fish, banker-industrialist, assistant secretary-treasurer (12½%); Rev. George W. Ferguson, Episcopal rector (12½%); David Davis, A. Willard Vorhees, Ben H. Ormand, (each 12½%).

Tucson—Old Pueblo Broadcasting Co., 1450 kc, 250 w unlimited (changed from 1340 kc), contingent on filing amendment within 20 days specifying 1450 kc frequency. Stockholders: Gene Autry, cowboy radio singer-movie star, 15% owner, KPHO Phoenix (48%); John Rockwell, former hotel executive, president (24%); Charles H. Garland, manager KPHO, former commercial manager, WBBM Chicago, vice president (2%); Tom Chauncey, jeweler, 5% owner, KPHO, secretary-treasurer (24%).

Lock Haven, Pa.—Lock Haven Broadcasting Corp., 1230 kc, 250 w unlimited. Stockholders: Donald C. Welch, automobile dealer, president (10%); William T. Piper Jr., director-assistant treasurer, secretary, Piper Aircraft Corp., vice president (10%); Ted V. Weld, vice president-director, Piper Aircraft, treasurer (10%); Paul Breon, assistant cashier, 1st Natl. Bank, Lock Haven, assistant treasurer (3 1/3%); Harris Lipez, Industrial Relations Mgr., Piper Aircraft (3 1/3%); Carroll W. Keller, cashier, First Natl. Bank, Lock Haven, (5%); Frank D. O'Reilly Jr., assistant general manager, *Lock Haven Express* (5%); Harry Shaffer, hardware business (5%); Dr. Willard C. Holter, dentist (10%); Gurney Wagner, radio service business (3 1/3%); John R. Turner, gasoline service station (10%); Thomas M. Caprio, Caprio Dairy Supply Co. (10%); Rebecca S. Gross, secretary-treasurer, *Lock Haven Express* (5%); Abraham H. Lipez, lawyer (10%).

Kenosha, Wis.—William L. Lipman, grocery distributor, 1050 kc, 250 w, daytime, contingent on filing within 60 days amendment specifying transmitter site and antenna system.

Benton Harbor, Mich.—Palladium Publishing Co., publisher, *News-Palladium*, 1060 kc, 1 kw daytime only, subject to compliance of antenna construction, location with CAA requirements. Stockholders: Stanley R. Banyon, editor, *News-Palladium*, director-secretary, St. Joseph, Mich. Herald-Press Co., publisher other newspapers, iron industry executive, president-treasurer (35.2%); John Udell, vice president-director, Herald Press Co., iron industry executive, vice president-assistant secretary (1.7%); Lt. Willard J. Banyon, director, Herald-Press Co., banker, industrialist (34.2%); Helen Klock (24%); Retta and Annabelle Banyon (each 3.3%); Russell M. Boothby, banker, director Herald-Press Co. (1.7%).

Woonsocket, R. I.—Associated Electronic Enterprises, 1240 kc, 250 w unlimited, on condition applicant, after construction, submit measurements to prove proposed transmitter meets FCC Standards. Stockholders: J. A. Iodice, vice president, director, Silver City Crystal Co., Meriden, Conn., president (40%); Harold M. Michaels, engineer, Metropolitan Television Inc., New York, vice president (20%); Garro Ray, consulting engineer 10% owner, WNHC New Haven, Conn., secretary-treasurer (40%).

San Diego, Calif.—Silver Gate Broadcasting Co., 1130 kc, 250 w, daytime only. Partnership consisting of: Albert E. Furlow, realtor, president; Frank G. Forward, insurance and banking, 1st vice president; Dr. Roy M. Ledford, physician; Frank H. Rohr, businessman; Mary W. Hetzler, with Furlow realty firm.

5 CONDITIONALS, 47 EA'S 6 CP'S ISSUED FOR FM

FIVE FM conditional grants for new stations announced Friday by FCC along with 47 engineering approvals and regular construction permits, six final construction permits and one noncommercial educational conditional grant, a 1.45 kw station for Providence Bible Institute, Providence, R. I., 88.1 mc.

Conditional grants for commercial FM stations, which show FCC is satisfied with applicants and has made channels available for each, went to:

ALABAMA

Lannett—L. J. Duncan et al, d b Valley Broadcasting Co. (WGAA holds interest), Class A.

NEW YORK

Rome—Copper City Broadcasting Corp., Class A.
Oneonta—Oneonta Star Inc., Class B.

PENNSYLVANIA

Allentown—Penn-Allen Broadcasting Co., Class A.

TEXAS

San Antonio—Express Publishing Co., Class B.

Engineering approvals and regular construction permits granted to:

Miami Broadcasting Co., Miami, Fla., Class B 95.5 mc 49 kw; Hutchinson Publishing Co., Hutchinson, Kans., B 95.3 mc 60 kw; Star-Times Publishing Co., St. Louis, B 93.7 mc 40 kw; Constitution Publishing Co., Atlanta, B 98.1 mc 20 kw; Press Publishing Co., Sheboygan, Wis., B 98.7 mc 3 kw; Herbert Herff, Memphis, B 92.7 mc 49 kw; Robert E. Wolfe Co., Fremont, O., A 104.7 mc 0.30 kw; Hildreth & Rogers Co., Lawrence, Mass., B 95.7 mc 17 kw; WJBC Bloomington, Ill., B 93.9 mc 6.0 kw; Cur-Nan Co., Brockton, Mass., A 105.1 mc 29 kw; Peninsula Newspapers Inc., Palo Alto, Calif., A 104.3 mc .77 kw; Supreme Broadcasting System, New Orleans, B 95.3 mc 61 kw; Buckeye Broadcasting Co., Cincinnati, B 97.3 mc 18 kw; Sun Co. of San Bernardino, San Bernardino, Calif., B 103.7 mc 6.4 kw; Silver City Crystal Co., Meriden, Conn., B 92.7 mc 7.0 kw; John F. Easley, Ardmore, Okla., B 97.1 mc 2.8 kw.

WEBR Inc., Buffalo, B 92.5 mc 15 kw; American Republican, Waterbury, Conn., B 100.1 mc 10.2 kw; Eastern States Broadcasting Corp., Upper Deerfield Twp. Nr. Bridgeton, N. J., B 101.5 mc 18 kw; WIBX Inc., Utica, N. Y. B 97.9 mc 6 kw; Lewistown Broadcasting Co, Lewistown, Pa., B 102.7 mc 2.25 kw; East Texas Broadcasting Co., Tyler, Texas, B 103.9 mc 3.7 kw; Frank E. Hurt & Son, Nampa, Idaho, B 101.3 mc 2.0 kw; Observer Pub. Co., Washington, Pa., B 103.7 mc 9.6 kw; Suffolk Broadcasting Corp., Coram, N. Y., A 105.9 mc 285 w; KVOX Broadcasting Co., Fargo, N. Dak., B 100.1 mc 8.5 kw; Donald A. Burton, So. of Muncie, Ind., B 103.7 mc 6.2 kw; Argus-Press Co., Owosso, Mich., A 104.7 mc 260 w; Mt. Vernon Radio and Television Co., Mt. Vernon, Ill., B 103.7 mc 9.5 kw; New Britain Broadcasting Co., New Britain, Conn., B 95.1 mc 20.0 kw; Valley Broadcasting Co., Steubenville, O., B 99.7 mc 1.0 kw. Tri-Suburban Broadcasting Corp., Silver Spring, Md., A 104.3 mc 240 w; Pensacola Broadcasting Co., Pensacola, Fla., B 92.9 mc 5.5 kw; WHB Broadcasting Co., Kansas City, Mo., B 98.7 mc 20 kw; Durham Radio Corp., Durham, N. C., B 99.3 mc 21 kw; Portland Broadcasting System, Portland, Me., B 100.1 mc 3.6 kw; Neid & Stevens, Warren, O., A 104.3 mc 340 w; Review Publishing Co., Alliance, O., A 104.7 mc 330 w; Advocate Printing Co., Newark, O., B 101.5 mc 8.5 kw.

WHP Inc., Harrisburg, Pa., B 97.3 mc 4.0 kw; Fayette Broadcasting Corp., Uniontown, Pa., B 96.1 mc 1.5 kw; Paducah Newspapers, Paducah, Ky., B 97.3 mc 32 kw; Asbury Park Press, Asbury Park, N. J., A 104.7 mc 1.0 kw; Westchester Broadcasting Corp., White Plains, N. Y., A 104.1 mc 220 w; Southeastern Broadcasting Co., Charlotte, N. C., B 102.5 mc 160 kw; KCMO Broadcasting Co., Kansas City, Mo., B 98.3 mc 20 kw; Redwood Broadcasting Co. Inc., Eureka, Calif., B 93.9 mc 2.0 kw.

The following stations which have heretofore received engineering approvals were granted final CP's:

Central Broadcasting Co., Des Moines, B 100.5 mc 134 kw; Piedmont Broadcast Corp., Salisbury, N. C., B 99.9 mc 23.2 kw; Rock Island Broadcasting Co., Rock Island, Ill., B 100.7 mc 29 kw; Portland Broadcasting System, Bangor, Me., B 94.3 mc 10.8 kw; Courier-Journal & Louisville Times Co., Louisville, B 99.5 mc 29 kw; WRAK Inc., Williamsport, Pa., B 92.5 mc 3.2 kw.

The following applicants were granted approval of basic engineering plans: (Note: power given is effective radiated power):

Wilton E. Hall, Anderson, S. C., B 103.5 mc 29 kw; WJR, The Goodwill Station, Detroit, B 94.9 mc 28 kw; Community Broadcasting, Wheeling, W. Va., B 100.9 mc 14 kw; Fidelity Media Broadcasting Corp., Jersey City, N. J., A 106.3 mc 360 w; Bay State Broadcasting Co., New Bedford, Mass., B 96.9 mc 20.0 kw; Poughkeepsie Newspapers Inc., Poughkeepsie, N. Y., B 103.7 mc 1.7 kw; KALE Inc., Portland, Ore., B 96.1 mc 250.0 kw; WSMB Inc., New Orleans, La., B 95.7 mc 158.0 kw; WSAV Inc., Savannah, Ga., B 98.9 mc 11 kw; Harold O. Bishop, Harrisburg, Pa., A 104.7 mc 107 w.

NAB COMMITTEE MAPS PUBLIC RELATIONS PROGRAM

PUBLIC relations activities of NAB, immediate and long-range, reviewed Friday at meeting of Public Relations Executive Committee held at Mayflower Hotel. With President Justin Miller presiding, committee adopted recommendations to be given board of directors at Aug. 6-8 meeting. Understood National Radio Week not discussed.

Committee went over public relations program submitted to board in January by Edward M. Kirby, at that time special counsel to NAB. Program includes Freedom of Radio Committee, Standards of Practice, international broadcasting and other projects. Committee met Ted Heffron, NAB executive assistant on public relations, and Charles A. Batson, director of information, who have assumed posts since last meeting. C. E. Arney Jr., secretary-treasurer, participated in meeting.

Decision was reached to improve NAB publication material and to give greater assistance to independent publishers in featuring factual articles about radio's role in American economic and cultural life. Dorothy Lewis, NAB director of listener activities, reported Association of Women Directors now has 1,000 members.

Present besides NAB executives were William B. Quarton, WMT Cedar Rapids; George Crandall, CBS; Phil Hoffman, KRNT Des Moines; Richard H. Mason, WPTF Raleigh; James H. Moore, WSLS Roanoke; Frank King, WMBR Jacksonville; Matthew H. Bonebrake, KOCY Oklahoma City, board liaison member.

SEEKS FORD SHOW SPOT

DINAH SHORE, star of own show sponsored by Birdseye Frozen Foods Co., last season, currently negotiating with J. Walter Thompson Co., New York, to star in Wednesday night CBS Ford Motor Co. program. Talent on show now Bob Crosby.

BRIG. GEN. DAVID SARNOFF, RCA president, NBC board chairman, en route to London and Continent aboard *Queen Mary*, for month's business trip.

Closed Circuit

(*Continued from page 4*)

ecutive radio corps, has his own method of welcoming new vice presidents into NBC fold. When Brig. Gen. Ken Dyke and News Chief Bill Brooks were elected brother vp's last week, "Scoop" sent each mimeographed form with their names filled in in pencil.

THOSE DOUGHTY radio amateurs, largely responsible for penetrating shortwaves and harnessing them, will attest now that FCC was wise in shifting FM band from 50 to 100 mcs. They say they are breaking distance records daily in 50 mc area because of phenomenal skip but that it's almost impossible to maintain sustained contact. Intermediate ham stations suddenly take possession, completely disrupting contacts, then suddenly fade out.

CIO Textile Workers Union, powerful organization in South, had gleam in eyes for radio but apparently has lost its desire. Local in one Dixie city mapped plans to sign up broadcast outlet from department heads to janitors, though not an employe knew a warp from a woof. Idea petered out before station was formally approached.

FM HEARING

(*Continued from page 4*)

on many applicants who are qualified now.

He said CBS would like to see enough channels for 5,000 FM stations and 10 nationwide networks.

W. Theodore Pierson, Washington attorney, representing Yankee Network and several other licensees, opposed plan, arguing FCC has no legal right to withhold channels if qualified applicants seek them.

Thomas Dowd, representing WWDC Washington, whose FM application is up for further testimony, questioned "differences" in proposal of reservation plan and its application in Washington. He contended that if plan is adopted, two channels should be reserved out of 12 (number originally allocated) and not two out of 11, since one of original 12 already has been asigned at Winchester, Va.

Allocations 'Insufficient'

Hoyt S. Haddock of National Maritime Union Broadcasting Co., seeking New York station, subscribed generally to Mr. Pierson's views and declared present allocations are "insufficient."

On behalf of Television Broadcasters Assn., William A. Roberts submitted brief contending video industry has spent much time, money and research on basis of present television allocations and objecting to any "proposition to disturb the status quo."

Mr. Brown, of Zenith, said FM developed rapidly during war but progress since "has been most unsatisfactory." He attributed this partially to lack of sufficiently powerful FM transmitters and said "reservation of every fifth FM channel in the present band will, unquestionably, further retard development of this new service."

Gustav B. Margraf, representing NBC, reiterated network's previous opposition to channel reservation.

C. Maurice Wieting, Director of Information Services, National Council of Farmer Cooperatives, said plan is "wise and prudent," would permit more equitable distribution of assignments, would "not hold FM back too far."

Similar views expressed by Fred Bailey of National Grange and Russell Smith of Farmers Educational & Cooperative Union. Speaking for veterans and men yet to be discharged, Chat Paterson, national legislative representative of American Veterans Committee, said one-year reservation was not enough but he considered it "renewable."

Herbert S. Wood, president of Potomac Broadcasting Corp., which holds a conditional CP for FM in Washington, said additional applications from cooperative organizations would result if some channels were reserved. Joseph R. Brodsky of Peoples Radio Foundation, FM applicant in N. Y., favored plan but asked that it be "eased" regarding N. Y. He suggested the 11 N. Y. licensees be "brought back into the field" to compete with present applicants, but Chairman Denny ruled this suggestion not pertinent to issue.

Raymond F. Kohn, president of Penn-Allen Broadcasting Co., which received FM grant last week for Allentown, Pa., also supported reservation of channels. Morris S. Novik, radio consultant for International Ladies Garment Workers Union, applicant for five FM stations, called plan "basically sound" and approved it except as it applies to N. Y. There, he said, it would tend to exclude newcomers.

LYNNE C. SMEBY, former engineer of NAB now in consulting practice in Washington, is father of second boy, born last Thursday.

Everything Points To THIS ONE FACT

WLW SERVES ITS 4-STATE FARM AUDIENCE

Radio Editors Commend WLW Farm Program

"From The Ground Up" Wins Acclaim

Variety Award To WLW For Farm Service

"Contributing To World's Breadbasket" Wins Citation

WLW Dominates Farm Listening

Nielsen Radio Index Shows 29.1% Of All Rural Listening Is To WLW

THAT WLW is seriously aware of its clear-channel responsibility to serve the farmers of its great midwestern area is borne out by many kinds of evidence.

Variety's 1945 award to WLW "for contributing to the world's breadbasket" is one valued recognition of showmanagement in the farmer's interest.

Citation by the Radio Editors' Poll of WLW's farm service feature "From The Ground Up" is another strong endorsement.

And the approval of the farmers themselves, expressed in actual listening, clinches it. In the poorest rural radio months of 1945, August and September, 1,324,000 rural radio families averaged 400 minutes per week* listening to The Nation's Station . . . 29.1% of their *total* listening to all stations heard in the area!

Yes—everything points to the fact that *WLW GIVES THE FARMER WHAT HE WANTS TO HEAR!*

Nielsen Radio Index. August-September 1945

WLW

DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION